Drug & Cosmetic INDUSTRY

March 1948

When Mrs. Cohen and Mrs. O'Leary exchanged recipes, they didn't know about

PRECIPITATED CALCIUM CARBONATE!

. . . and they wouldn't have believed you if you told them there was Precipitated Calcium Carbonate in the lunchboxes they packed for their husbands that morning.

Precipitated Calcium Carbonate, for example, can be used in the baking powder they're going to put in that devil's food cake Mrs. Cohen read about. As a filler and enricher for flour, it can add health-giving oomph to the sandwiches they make each day for Harry and Bill.

SNOW TOP U.S.P. Precipitated Calcium Carbonate is tops—tops among high-volume manufacturers of confections, dentifrices, antacid tablets and pharmaceuticals. A brief description of your process will bring samples and suggestions from Industrial Chemical Sales' creative research department.

SNOW TOP

industrial CHEMICAL SALES

division west virginia pulp and paper company

NEW YORK CENTRAL BLDG.
230 PARK AVENUE
NEW YORK 17, N. Y.

PURE OIL BLDG.
35 E. WACKER DRIVE
CHICAGO 1, ILLINOIS

PUBLIC LEDGER BLDG.
INDEPENDENCE SQUARE
PHILADELPHIA 6, PA.

LEADER BLDG.
526 SUPERIOR AVE., N. W.
CLEVELAND 14, OHIO

Drug & Cosmetic INDUSTRY

MARCH 1948

FEATURES

REVISE THE ROBINSON-PATMAN ACT	310
CHART FOR COSMETIC SELLING	312
ANTIBIOTIC DRUG THERAPY	314
SKIN CARE	316
NEW DEVELOPMENTS IN MEDICINAL AGENTS (PART I)	318
TRAINING SALESMEN FOR THE BUYERS MARKET	320
HEADACHE PREPARATIONS	322
CARE AND AGING OF PERFUMES	325

DEPARTMENTS

KEEPING POSTED	305
PACKAGING AND SELLING	327
NEWS	349
PRODUCTION FORUM	361
YOUR TRADE-MARK RECORD	379
PATENT THOUGHTS AND TRENDS	384
COMPOUNDER'S CORNER	387
READER'S QUESTIONS	391
ADVANCING THERAPY	392
PERFUMER'S SHELF	396
ABREAST OF THE MARKETS	399
INDUSTRY'S BOOKS	407

CONTRIBUTORS:

Chester S. Keefer, M.D.
Antibiotic Drug Therapy

Harry Hilfer
Skin Care

Madeline O. Holland, D.Sc.
New Developments in Medicinal Agents

William T. Doyle
Training Salesmen For The Buyers Market

M. A. Lesser
Headache Preparations

Joseph Parentini
Care and Aging of Perfumes

The Drug and Cosmetic Industry is published monthly by Drug Markets, Inc., Frazer V. Sinclair, President and Treasurer; Thomas R. Farrell, Vice-president and Secretary. Publication Address, 28 Renne Ave., Pittsfield, Mass., U. S. A. Editorial and General Office, 101 West 31st St., New York 1, N. Y., U. S. A.

Business Manager, Frazer V. Sinclair; Advertising Representatives, P. W. Alexander, Walter M. Brauneiss, C. R. Keeley, Dwight H. Early, 100 No. LaSalle St., Chicago 2; Production Manager, Katherine Hyde; Circulation Manager, Harry G. Kelbly.

Subscription price—$3.00 a year, in advance, Foreign Countries, $5.00. Single copies, 35c; Back issues 50c. Entered as Second Class Matter, January 1, 1928, at the Post Office at Pittsfield, Mass., under the Act of March 3, 1879.

Member of Audit Bureau of Circulations.

Contents Copyrighted 1948 by Drug Markets, Inc.

Printed by Sun Printing Corp., Pittsfield, Mass., U. S. A.

THOMAS R. FARRELL, Editor
ELMER SHEETS, Managing Editor
FRANCIS CHILSON, Production Consultan
M. A. LESSER, Technical Editor
HARRY G. KELBLY, Raw Material Editor
HILDA C. McCOLLOM, Art Director

Popularity WELL DESERVED

New England
SHEFFIELD PROCESS
TUBES

Here's another outstanding example of New England TUBES. It's significant that the leading manufacturer of cosmetics for glamorous eyes specifies these finer Collapsible Tubes. For, they are as popular with the consumer as they are with the manufacturer. Consumers prefer these ideal containers because they are easy to carry and keep . . no danger of messy breakage or spilling; handy to pack in travelling bag or hand bag. And the manufacturer likes their light weight which brings economies in shipping . . their sturdiness which minimizes returned goods losses. When you buy Tubes, be sure to *specify New England (Sheffield Process) Collapsible Tubes.* You'll prefer their pliable extra strength, their fine uniform quality, and the craftsmanship which assures outstanding tube decoration. Ask our nearest office today for prices, samples, suggestions. No obligation, of course.

● *If your tube filling facilities are inadequate, ship us your bulk product. We'll package it for you in tubes, jars, or tins, ready for distribution. This is only ONE of the EXTRA services available at NEW ENGLAND!*

NEW ENGLAND COLLAPSIBLE TUBE CO.

3132 S. CANAL ST., CHICAGO 16 • NEW LONDON, CONN. • W. K. SHEFFIELD, V. P., 500 FIFTH AVE., NEW YORK 18
T. C. SHEFFIELD, 7024 MELROSE AVE., LOS ANGELES 38 • C. W. MILLER, 151 COLE ST., SAN FRANCISCO 17
EXPORT DEPT. 500 FIFTH AVE., NEW YORK 18; CABLE "DENTIFRICE", NEW YORK

"YOU CAN'T HOLD BACK THE TIDE."

KEEPING POSTED

Distribution is Tomorrow's Problem

RENEWED political agitation for anti-trust action has been growing in Washington. The House has voted a large new appropriation for the F.T.C. for anti-monopoly work, and the President has asked additional funds for this purpose. Chairman Walter Ploeser of the Small Business Committee of the House said recently that many of today's small business problems can be traced to inadequate anti-trust enforcement over the past 50 years.

In distribution anti-monopoly legislation poses a social problem as opposed to an economic one. In hearings on the Robinson-Patman Act twelve years ago Professor McNair of Harvard, then head of the Harvard Bureau of Business Research, testified "the salvation of the capitalistic system depends upon getting merchandise into the hands of the consumer at lower and lower prices" and that "one of the great advantages in the reduction of distribution costs is achieved by large scale distribution." He added "that while production costs have fallen in most every line, this has not been accompanied by any similar economy of distribution."

The anti-trust acts on our statute books, including the Clayton and Robinson-Patman Act, have not distinguished between the monopoly which exists simply for the sake of monopoly and that brings no public advantage, and the so-called monopoly which reduces prices and brings added service. In fact these Acts are generally recognized as cloaks to shield old line distribution and to hold or freeze distribution costs to a system which might well have proved, without this legal support, a model T system. If the growth of variety chains or super-market chains or automatic dispensing chains or any other free and untrammelled system of distribution can cut the cost of the over high distribution dollar, decrease prices and increase service, how long can Congress afford to forbid this natural evolution in our economy? Can we afford to make a national idol of our efficiency in reducing prices by increasing the production of factory labor and then dissipate these savings by demanding inefficiency from distribution labor?

This industry cannot afford to ignore these implications. Distribution costs here are among the highest of all industry and these costs are increasing. Research and production efficiency are too often smothered in a series of high cost distribution services. Both the trade-mark and the package, as an identifying system for a named product, can be involved in a drastic movement to deliver a manufactured product to the public at lower cost.

The appeal of small business is a powerful one. Most people have an instinctive and inherited dread, in this country, of the arbitrary misuse of power that always seems to accompany monopoly. Nor do most people want a monopoly at the expense of government control. But small business cannot be saved by legislation and by the turmoil of costly anti-trust suits, if in the long run it is a cost burden on the public.

It would seem that an answer may lie in some other direction than in repressing efficiency in distribution and providing a shield for inefficiency. Often the difference between a small business man and a large one is capital, and not brains or ability. There must be a point in growth where efficiency and ability to serve at low cost ceases and monopoly without public advantage begins.

It would seem that government effort could be directed to helping the able and energetic small business man to grow large enough to operate at low cost efficiency, rather than to hold down the efficient to the small man's level.

Dust Cheap

ON THE heels of the widely heralded penicillin mist treatment, three Chicago researchers have come up with a new way of using penicillin to combat sinus trouble and other respiratory ailments. Penicillin dust, the new treatment, will be made available to the public within a short time. It will be cheaper, and can be self-administered. Perfected at Wesley Memmorial Hospital, it consists of a plastic inhaler and penicillin dust in tiny cartridges containing 100,000 units each.

N.A.R.D. and A.P.A. vs. Proprietary Association

THE controversy between organized retail pharmacy and the Proprietary Association was written into the records when the Joint Conference of the Council of the American Pharmaceutical Association and the Executive Committee of the National Association of Retail Druggists stated that "the various state pharmaceutical associations, in their attempt to strengthen and perfect laws regulating the control and sale of dangerous drugs, found to their dismay that representatives of the Proprietary Association are taking steps to prevent passage of these laws, or to weaken them by amendments," resolving that they "condemn such practice in the part of the Proprietary Association."

Heavy Drinkers

ACCORDING to the Wall Street Journal, Americans drank 18 billion bottles of soft drinks last year. Thats 115 bottles per man, woman and child or 15 bottles more than in pre-war 1940. All this without including vitamins, amino acids or anything else best distributed by this industry.

Sentences for Violations Effective

CRIMINAL actions resulting in jail sentences for violations of the "Food, Drug, and Cosmetic Act" are having a definitely corrective effect, according to Dr. Paul B. Dunbar, Commissioner of the Food and Drug Administration. During 1947 jail sentences ranging from thirty days to three years and averaging seven and two-thirds months were imposed in twelve cases involving fifteen individual defendants. Jail sentences were suspended for ten defendants who were placed on probation.

In Support of Drug Regulation

AMONG the first to put the seal of approval upon the decision of the Supreme Court in upholding the ruling in the Sullivan case—that the Food and Drug Administration regulate and control the purely local sale of dangerous drugs—were the Fifth Joint Conference of the Council of the American Pharmaceutical Association and the Executive Committee of the National Association of Retail Druggists. At a recent meeting these groups resolved that pharmacists be urged to cooperate wholeheartedly with the federal authorities in making the law effective.

They resolved, also, to support barbiturate regulation and control at the state level and to oppose the distribution of drugs and medicines through vending machines, in the interest of public health.

In seeking to discourage the use of window displays and store front advertising signs, which give to a professional establishment an undesirable appearance, they resolved to urge the complete discontinuance of such terms as "cut rate drugs" on the exterior of drugstores and on labels used in the dispensing of drugs.

The belief was expressed that the deferment of general inauguration of a compulsory five-year course in pharmacy should be considered until the need can be more definitely shown and until the general opportunities open to pharmacists justify such an extension of the course.

Sensible Mergers

IN ONE respect at least 1929 is repeating itself. Never since these years has there been so much talk of merging in this trade, and it would seem never since that time is there a likelihood that so many of these merges will be consummated.

Fortunately we do not seem to be approaching those irresponsible years in which mergers were organized with little or no sound economic reasons for the union. In those years the market was flooded with salesmen of so-called investment bankers who finally arrived at the point where they were trying to reorganize any industrial group, no matter how small, into one big trust. At that time essential oil companies were approached with the idea of merging a group that would combine over 60 per cent of sales of the industry. Collapsible tube manufacturers were furnished with an analysis of their industry and underwent a siege of aggressive salesmanship to convince a number of them that they would be better off in one large combined company which controlled 60 per cent or 70 per cent of the output.

It seems at that time that the ultimate objective consisted simply of financing a merger so that one company, in any branch of industry, would control the bulk of products and sales. Now mergers are based on what might be called, sound logical reasons. Nevertheless it does seem true that there is a very strong stimulation somehow affecting the large companies to persuade them to broaden the base of their operations, to extend their activities into new fields, and to fortify their strength in purchasing or in retailing control, by the acquisition of other companies.

Tooth Paste on Rye

IN THE German city of Cologne in the eighteenth century, eau de Cologne was sprinkled on meat as a disinfectant, used as a remedy for toothache and scurvy, and administered as an antidote for poison. Our source for this information is "Our Own Baedeker" by Eugene Kinkead and Russell Maloney which gives odd facts about most of the places on the map of the world. Pertinent facts about Egypt are that instead of visiting a dentist, an Egyptian is likely to have himself tattooed; the pain goes away immediately. Also the Egyptians use henna to redden the palms, soles and hair of women and the tails of horses. The peasant inhabitants of the Carpathian Mountains are not gourmets, according to the writers, since they regard sandwiches made of American tooth paste as a delicacy, —we don't know if they insist on any particular brand or flavor, but here is an export tip.

Sharp & Dohme Expanding

SALES of Sharp & Dohme have tripled within ten years, increasing from $10 million in 1937 to $30 million in 1947. Properly to conduct this expansion in its entire business, the company has developed a program for removal of its entire pharmaceutical and biological manufacturing operations and research facilities to its newly acquired plant at North Wales, Pa. The new plant now has 382,000 square feet of floor space, but this will be increased to 800,000 square feet with the construction of new buildings. Production operations are to be moved to the new plant first, followed by research divisions, and finally the executive offices. The entire move is expected to be completed in somewhat over five years.

Monsanto's Route for Space Salesman

MANY large corporations have been taking with great seriousness a program of public relations. Some, particularly in the utility field, are extremely sensitive about their public relations.

One of the largest institutions in the United States has said that there are only three things an employee could do to get fired, that is theft, direct insubordination and disturbance of the company's public relations.

Some of the more advanced and enlightened corporations have carried this policy of planned public relations in a program to employees. A few, but not too many, have arrived at the realization that visitors calling on their companies, largely salesmen contacting the purchasing and other departments, comprise in the total a vocal group whose constant social contacts give them quite a word-of-mouth influence for building favorable or unfavorable reputations for the company.

One of the most carefully thought-out and best plans of this kind that we have seen has recently been explained in a little booklet called, "Route Map to An Interview," published by the advertising department of the Monsanto Chemical Company for media representatives. This booklet, written in a friendly way, describes the advertising policy of the company, when the schedule is first considered, when it is approved, the way the advertising of the different divisions of the company is handled, and then illustrating the individuals who join in selecting media, gives full names and addresses, telephone numbers, and the full names of their secretaries, which clarifies for every visitor just whom they should see and where to find him. The booklet assured everyone an interview.

During many years of calling on many different kinds of companies, large and small, we have often wondered why there could not be a courteous, sincere recognition of relations which exist between salesmen of many legitimate products and the companies that they call on. There is nearly always a legitimate reason for this call and there often arises from it mutual advantages, and in our observation, the visiting salesman, when properly received, has many times out of his own specialized knowledge contributed ideas and information that were worth a great deal of money to the company. Even aside from all this practical value, it does seem a great deal more intelligent to conduct business on a basis of courteous consideration for any visitor who has a legitimate reason for calling.

We think that Monsanto and the advertising director, Howard A. Marple, have initiated a move in company advertising departments which can contribute quite a bit toward better advertising.

"Phase Microscope"

A NEW microscope, called a "phase microscope," has been demonstrated by the American Optical Company. Its power was displayed by its showing, for the first time, a living cell being destroyed by a virus. This instrument takes advantage of the fact that matter which does not reflect the light alters the course of the light in passing through it, making it possible to judge this diffraction of light to show the transparent cell. Previously, bacteriologists have depended on "stains" to make such cells visible, and although these stains reflected the light properly, they also killed the samples that were under study. Since the behavior of the living cells, and not dead cells, is of paramount interest, this staining process partially defeated its own ends.

"Consumers" Beware

THE United States Food and Drug Administration is receiving reports that "some people" are getting a kick out of chewing the insides of benzedrine inhalers. Frowning on this practice, the F.D.A. warns that those who do it may die. Dr. Robert Stormont, medical director of the F.D.A. insists that there is nothing on the label of the inhaler to suggest that it is safe to tear open the container and eat the contents. The problem has arisen, however, to his consternation. A small dosage of the drug is received through inhalation . . . and the label bears a precaution against too frequent inhalation . . . but a person who chews the contents gets a possible dosage of 250 milligrams which is potentially dangerous and may cause death. (Benzedrine tablets are usually 5 to 10 milligrams.) The drug will mask the symptoms of fatigue, making a person feel pepped up when he needs sleep, but, according to Dr. Stormont, "this cannot go on indefinitely." We do not feel that this is an overstatement.

Resistance of Germs to Penicillin Upset

THE fear that penicillin will become useless as a remedy in a few years because the disease germs it now attacks will have developed resistance to its action is somewhat dispelled by a discovery of Dr. A. Voureka, working in the Wright-Fleming Institute in St. Mary's Hospital of London.

Germs that have developed such resistance can be made sensitive again by a brief association with germs of another family.

Dr. Voureka started with the idea that sensitivity to penicillin might depend on some chemical or physical factor, in which case resistant germs might be able to borrow some of the factors from sensitive germs. He found that when resistant and sensitive germs were grown together, resistant ones became sensitive. He then found that he could achieve the same result by letting the two kinds of germs stay together for five minutes. The restored sensitivity lasts a long time.

The work is still preliminary and so far only seven out of twenty strains of germs tested had their penicillin resistance reversed.

Free is Free

THE FTC has decided that "free" means something with no strings attached. Our favorite astrologer tells us that the stars forecast a very active period of free goods. Its just as well to remember that free is free.

End of Syphilis Seen

U. S. PUBLIC Health Service Surgeon General Thomas Parran, predicts that by 1968 American physicians and scientists will "come close to stamping out syphilis as a major health problem" in this country. Dr. Parran stated that in 1938 the death rate from syphilis was 16 out of every 100,000, but in 1946 it dropped to 10 per 100,000. The infant death rate was cut by more than half between 1938 and 1945, while insanity caused by syphilis decreased from seven per 100,000 to five and one-half. As for gonorrhea, Dr. Parran said that in penicillin "for the first time in recorded medical history, the doctor now has a quick, safe and efficient cure; this is a great landmark in the history of man's fight to conquer disease."

Aspirin Consumption Quadrupled

AMERICAN consumption of aspirin today is four times that of 1929, amounting now to nearly 10,000,000 pounds a year. Vitamin compound sales have soared from practically nothing in 1935 to more than 1,500,000 pounds last year, according to a report recently given by Dr. E. C. Merrill, assistant vice-president of the Rexall Drug Company.

Suitable substitutions for such botanicals as digitalis, opium, cinchona bark, quinine, cascara sagrada and aloes are still to be found, Dr. Merrill observed, though possibilities are seen in methadone, a German opium substitute developed during the war.

Cancer Control

MICE have been immunized against some forms of cancer. The immunization work has been done with bacterial polysaccharides under the direction of Dr. Stanley P. Reimann of the Lankenov Hospital's Institute for Cancer Research. Experiments made with teropterin revealed that this folic acid derivative has growth control powers and acts as a pain killer.

Maximum Quantity Discounts

THE Big Four of the tire business are bearing the brunt of a Federal Trade Commission decision to resurrect a section of the Robinson-Patman Act that has been dead for twelve years.

This section permits the FTC after investigation and hearing to fix and establish quantity limits where it finds that available purchasers in greater quantities are so few in number as to render differentials on unjustly discriminatory or promotive of monopoly.

The Commission has regularly enforced other sections of the Act requiring that quantity discounts reflect only production, transportation and sales costs. Now it is proceeding to enforce a ceiling on quantity discounts for the large buyer.

The Retail Grocers Association have already indicated a desire for maximum quantity discounts in the food industry. The tire companies have precipitated an issue that must concern sections of this trade.

Vaccine for Mumps

A VACCINE for mumps has been developed by the United States Public Health Service. It is still undergoing trials to see whether when made commercially it will be as effective as the vaccine made in the laboratory, and is not yet available for public use.

Insecticide Act Governs Repellents

MANUFACTURERS of skin lotions and sun tan oils recommended as insect repellents have been advised by Hugo Mock, counsel for the Toilet Goods Association, that their products come under the jurisdiction of the new Federal Insecticide, Fungicide and Rodenticide Act. Makers wishing to continue marketing preparations, the advertising and labeling of which claim repulsion of insects, must register them before June 25, 1948, with the Secretary of Agriculture. Lotions manufactured and sold without claims to repel insects need not be registered or have their formulas or labels changed.

The Factory Beautiful

ACCORDING to the Wall Street Journal the nursery companies are finding that industrial landscaping is expanding rapidly and providing a rich market for trees, shrubs and factory landscaping.

A midwestern nursery man mailed out a booklet, "Industry Need Not Be Ugly," suggesting the community and the employer value of an attractive landscaped factory. He was swamped with return orders.

Of all the factories mentioned in this article, Merck & Company in Rahway was the only one in this industry.

This industry has well over a dozen plants where the architectural design and the landscaping around the factory make these plants an asset to the community. Certainly this industry, providing the products of health and beauty, should be a leader in any movement to make the home of its products compatible with the general feeling of respect and admiration, which it is striving to secure in the retail trade, and from the public in its sale and advertising.

"Cold" Days Ahead

IN NEW YORK CITY 15 million colds in 1948 will bring a total of 75 million days—205,000 years—of discomfort, to say nothing of lost working power, the city's Department of Health estimates. These colds will cost $31 million in time lost from work, and another $10 million in medicine and medical care. The department estimates that colds are responsible for one-third of all time lost from jobs due to illness, which amounts to about one day per employee per year. Surveys conducted in various parts of the country indicate that the average person suffers at least two colds a year, the average cold lasting five days.

New Drugs to Combat Diseases

CHLOROMYCETIN and aerosporin, two new antibiotic drugs undergoing extensive clinical tests for their control of whooping cough, typhus and many virus diseases which defy penicillin and streptomycin, are declared by Dr. Peter Regna, of Chas. Pfizer and Company to be an important step toward the development of the antibiotic agents active against virus infections. Chromomycetin has been found effective against typhus, which is caused by the smallest of bacteria, and against parrot disease, brought on by organisms midway between bacteria and viruses. Whooping cough may soon be controlled by aerosporin, discovered recently in England. Both of these drugs are produced by bacteria that infest the soil.

No Tax Censor in Advertising

THE Treasury is not a censor of advertising. In testifying before Congress on institutional or political advertising, Deputy Commissioner Edward I. McLarney said that "The Bureau of Internal Revenue cannot concern itself with being a director of censorship as to the type and manner in which corporations advertise."

"Advertisers are free to choose the form of advertising which best suits their purpose so long as the amount is in relation to past expenditures and future business prospects. So long as the advertisers trade name is on it, and it meets his particular objective, we are not concerned with content."

THAT COSMETIC TAX

THAT twenty per cent tax on the retail price of perfumes and cosmetics, which the public must pay with each purchase, has finally arrived at the point of diminishing returns.

This tax, which Congress frankly declared an emergency war measure, is now beginning to cause industry unemployment, decreasing returns to the government and public hardship and irritation.

During the war the perfume and cosmetic industry was proud of this tax. It represented a specific, provable contribution of this industry which brought every member into participation in the war effort.

In the following two years no noticeable effect of this tax on consumer ability to purchase perfumes and cosmetics could be observed. During this time the industry, willing to contribute to reconversion, had little complaint.

Now this tax hurts. It hurts the perfume and cosmetic industry and the people employed in it. It hurts the public already squeezed by other taxes and the cost of food and rent. It will hurt the government by drying up a source of revenue.

This war time emergency tax of twenty per cent on the retail price of perfumes and cosmetics is not a good peace time tax. It is not a good peace time tax for the government because under it revenue and therefore sales are declining. It is not good because it is the direct cause of unemployment. It is not good because a fair tax on this industry would produce a permanent maximum revenue, but this confiscatory tax will reduce not only receipts from the excise collections, but also corporate income receipts and many personal income taxes.

This tax is not good for business. The volume of retail sales for perfumes and cosmetics gives employment to many thousand men and women not classified in this industry. In the retail trade more than 25,000 people are employed full time in the sales of perfumes and cosmetics.

Salesmen, advertising agencies and services, and publications carrying cosmetic advertising contribute several thousand more employees spending all their time promoting these products. Every decline in sales of perfumes and cosmetics has its effect on employment in the factories making glass bottles, paper boxes, cans, plastics, many kinds of chemicals and raw materials. Equipment and factory supply workers are affected. If the production of all perfumes and cosmetics were to cease, well over 100,000 men and women would lose employment.

This tax is not good for public policy. Why should the women of this country pay so large a fee to the Federal Government whenever they purchase products so necessary that over 80 per cent of American women use three different cosmetics, and over 70 per cent use five different cosmetics. This tax is so burdensome that many women can no longer afford the cosmetic of their choice.

This cosmetic tax was a war time emergency tax. In peace time it is not an American kind of tax because it is oppressive and confiscatory. It is a tax that burdens most heavily the younger women of moderate income.

Members of the perfume and cosmetic industry have been polite too long. They have waited until this tax, under stiffening consumer resistance, is causing them to cut down on employment. It's time they made some noise—the kind of noise Washington listens to nowdays.

Beside all of the people in many parts of industry, that are employed only because American women buy perfumes and cosmetics, this industry has powerful friends. There are several hundred beauty editors in this country living well because of perfumes and cosmetics. Their publishers, magazines and newspapers, have a direct interest in the welfare of the industry. The independent druggist, the wholesalers, chains, department stores and variety stores are powerful interests which have a direct stake. Their sales people, in the cosmetic department, have not only a direct self-interest at stake, but they know better than others how hard this 20 per cent is hitting millions of young women of low and moderate income who feel they must have cosmetics.

It's time for industry wide organization, for a driving force that will call on all these people so that through them we will reach public opinion. We may be surprised to find how many friends we have, if we try. Or how readily the public will respond, if we offer leadership.

REVISE THE RO

SHOULD the Robinson-Patman Act be revised? Many attorneys think so because at a meeting of the Section on Food, Drug & Cosmetic Law of the New York State Bar Association, a motion to appoint a committee to study clarifying amendments to the act received a majority vote. Many business men think so because in spite of sincere efforts they have not been able to comply with the act in the way they think it might be interpreted. Finally, members of the Federal Trade Commission, meeting the intricate pattern of American business with a broad, loosely written law, which had its sights basically on one type of business, may be inclined in this direction. In a recent paper the chief attorney of the commission outlined a formula by which manufacturers could apply "proportionally equal terms" to their retail customers in such things as demonstrators, cooperative advertising, etc. This formula may meet the requirements of the act. But from a business viewpoint, it is pure nonsense. Even if business men could procure the information from all their customers—volume of store and department, counter and window linear measurements, etc.—few would be able to use these physical factors as a rigid plan of retail promotion. But the mere suggestion of this formula by the chief attorney, even in an unofficial way, suggests that "proportionally equal terms" is becoming as confusing to the commission as it is to business.

The Robinson-Patman Act, it should be remembered, is listed on our statute books as an antitrust law. But it was generally recognized, when this act was before Congress, that it was in fact another protective mantle to be thrown around the old-line distributors. It has often been called an anti-chain measure. The principal and most vigorous pressure for its enactment came from the organized wholesalers.

It must be admitted that in certain types of distribution and for certain commodities the Robinson-Patman Act served to correct abuses generally considered monopolistic and against public interest. For this reason there is no substantial call for its repeal. But there is a widespread and a sincere demand for amendments and a clarification of certain clauses which will change this act from a shotgun so hazardous to innocent bystanders to a rifle which can be aimed at the game Congress had in mind.

In an effort to understand and conform with the Act, this industry has been chiefly concerned with those famous words "proportionally equal terms." Certainly nothing ever offered by the Delphic Oracle equals these words in the variety of interpretations that can honestly be applied. Professor Oppenheim of George Washington University Law School calls these words "a legislative monstrosity" and says that they "should not be embalmed in the statute because it imposes an unworkable administrative burden on the Commission."

It is unworkable because the Commission has broadened its regulatory action beyond the original intent of Congress. Congress intended to equalize the terms of a purchase. Congress wanted to intervene to apply a brake to a deal which would tend to monopolize. Congress had clearly in mind utility products in mass distribution. They did not contemplate an interference with the strategic problems involved in building distribution or prestige or with the particular problems peculiar to selected distribution.

In the hearings on this act it was stated "the position of buyer and seller are by nature adverse" and again "it is elemental that the position of a seller and a buyer in the same transaction are at opposite poles." This was a basic conception in writing this act.

But if Congress had turned from an examination of volume buying of mass, utility products to prestige products sold in selected distribution, they would have found this concept of buyer and seller neither elemental nor true.

It is an observable fact that in selected distribution the relation between buyer and seller often merges into a relationship of complete mutual interest. There may be no bargaining and no diverse interests. Each contributes something the other wants. The relationship of manufacturer and retailer becomes a closely knit sales partnership. Perfume and cosmetic manufacturers can cite many instances of such a mutual interest sales partnership, some extending over many years.

A manufacturer building distribution, especially for a prestige product in selected distribution, cannot think of his retail sales associates in terms of any form of equality. He knows that there will be a difference, sometimes a very great difference, in the energy and ability of the store to do a sales job, in the kind of prestige and in the amount and kind of traffic the store possesses, in the location of the store and in its social environment. To him each sales partner is an individual, showing individual variations in energy, ability, loyalty and in the assets he has accumulated in the way of community leadership and prestige.

To legally force an artificial equality here, the equality of a mathematical formula, is palpably absurd and is a dishonest method of trying to make a bad law work.

In this industry the cosmetic demonstrator has been the legal guinea-pig. But it is in cooperative advertising, far more widely used, and used equally as a strategic sales measure, precisely as is the demonstrator, that the clause "proportionally equal terms" is reduced to an absurdity, impossible to apply.

Any manufacturer who has tried to stay within this law in cooperative advertising has seriously reduced the value of the advertising. Some, after painful experiences, have abandoned all cooperative advertising. And yet, cooperative advertising, properly and intelligently handled, is a strategic sales tool essential to this industry. It has helped build many of the industry's successful companies. It is particularly the friend of the small company, the growing company and the savior of many small budgets. It has been shamefully prostituted by manufacturers and by retailers on this lush past period when newspaper space

THE ROBINSON-PATMAN ACT!

was so short. But that does not alter the fact that cooperative advertising is essential for the sales promotion of many companies making perfumes and cosmetics.

Why will the strict application of a mathematical interpretation of proportionally equal terms force the elimination of much or all cooperative advertising to the great injury of many perfume and cosmetic manufacturers? Because no manufacturer of intelligence will or can afford to give proportionally equal sales help of this sort to the lazy and indifferent retailer, that he gives to the alert, cooperative one. Nor can he afford to equalize his advertising over the name of two stores, one of which has developed a large reader interest for its advertising by the clever and consistent use of space, the other a weak interest because of meager or poor advertising. He can certainly not afford to equalize in any way advertising for a store which is the trading center for an entire community, with a store, such as a neighborhood drug store, which may be accessible to only a fractional part of the newspaper's readers.

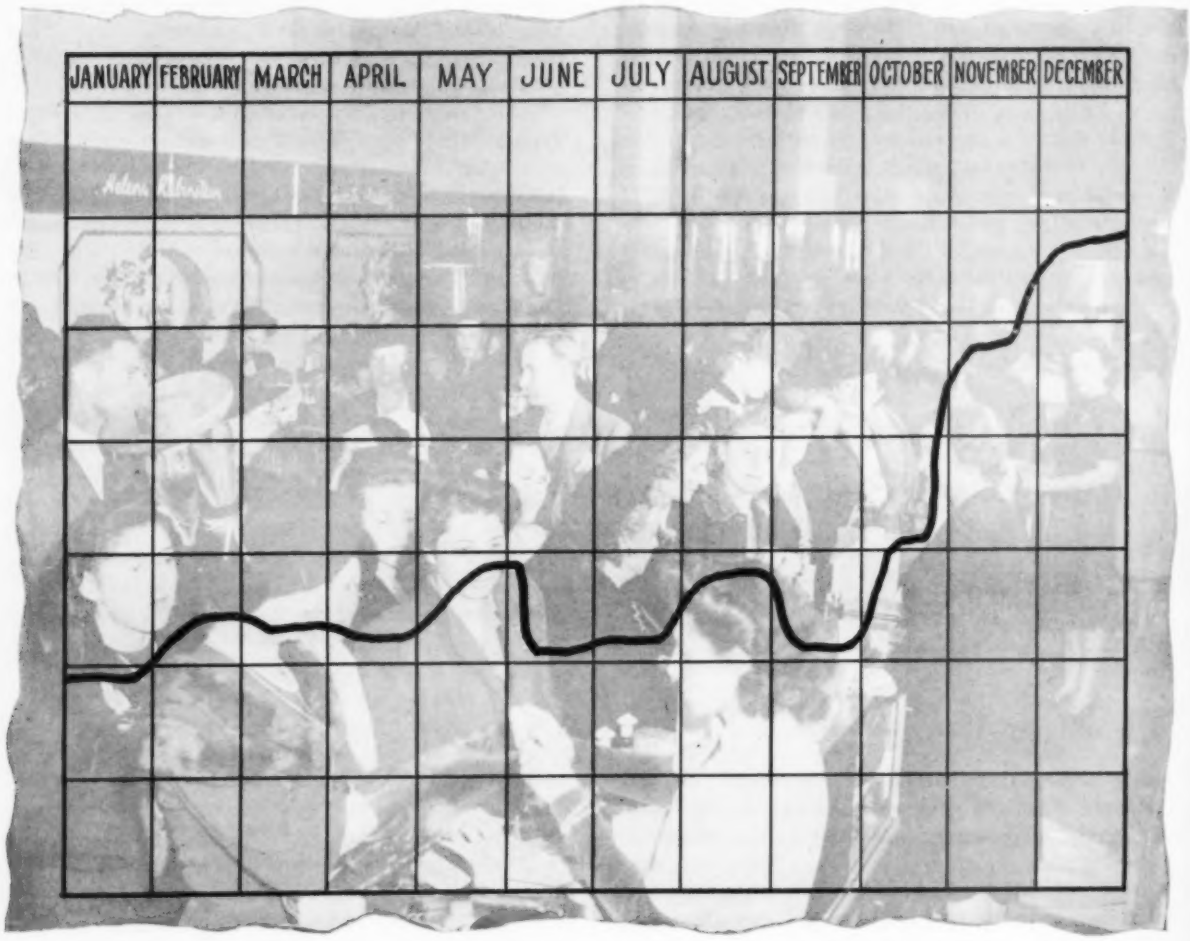
The strategic use of cooperative advertising in store promotions makes use of certain intangible values which may reasonably be the primary value in this form of advertising. This is particularly true for many perfume and cosmetic manufacturers and for many others in branches of the fashion industry. The vivid personalities often created for these companies become visible to the public, in part, through the pattern of distribution established for their products. With other retailers this pattern of distribution for a prestige product may be a factor of real importance in their inclination to stock or display a product.

More than anything else, cooperative advertising declares the pattern of distribution for a product and a company. This means that it is to the advantage of the manufacturer to associate his name with that of a retailer who has great prestige in his community. It may be a great disadvantage to publicly declare his name in association with another retailer, even though there may be other logical reasons why this retailer is allowed to stock the product. It is in intangibles of this sort that the success or failure of many prestige products has been determined.

To declare that a manufacturer must spread his sales help over the entire area of his distribution on a cold arithmetical basis is unrealistic and contrary to elementary good business judgment. Even this stretching process, if it did not dissipate his sales assets, which it would, and prevent their intelligent use where they could do the most good, it would still be wrong. Because we cannot avoid the plain fact that some salesmen are better than others. As long as business is conducted by private enterprise, the business man must be allowed to spend his sales assets in cooperation with the eager, the alert and the competent salesman. He cannot be compelled to share them with the lazy and the indifferent salesman.

Congress did not intend to create a bunch of feather-bedding retailers. They did not intend to create a straight-jacket for sales initiative or to smother the inventive and imaginative sales strategies so essential in certain kinds of business. For this reason, the Robinson-Patman Act is long overdue for revision and clarification.

CHART FOR COSMETIC SELLING



WHEN and where are perfumes and cosmetics purchased by the public in retail stores? Is March or June a good month for a retail promotion? Are July sales so low that all promotions should be dropped in this month? And in planning sales quotas and advertising schedules how should the New York market be rated in comparison with California, Illinois and other states?

Sales and advertising managers have been answering these questions by guess and by the record of their own experience. No industry figures have existed that would serve as an authentic chart. Yet the time and place of perfume and cosmetic sales to the public, if such figures could be procured, would give a solid basis for planning sales territories and quotas, promotions and advertising.

There is a source for authentic figures on the time and place of cosmetic sales, if a way could be found to interpret them properly. These figures are the tax collection reports, issued by the Collector of Internal Revenue, showing the amount of money collected each month from retail stores from the sale of taxable toilet preparations.

Taxable toilet preparations comprise the bulk of those products classified as perfumes and cosmetics. In retail drug stores the sale of taxable toilet preparations normally run about 50 per cent of the sale of products grouped in a drug store toiletries department. Probably this percentage sale of taxable products will run slightly higher in chains, and considerably higher in department stores.

But there is no need to translate these tax report

figures into a volume which would represent the entire field of toiletries. Taxable toilet preparations include such a large part of the industry that the figures of their sales are an accurate index of consumer spending for the industry.

The trouble with these tax reports is that no one knows the time lag. The purchase of a perfume by a consumer in a retail store on Dcember 20 will not appear in the report of tax collections for December. It may appear in January reports or it may be included in February. More than one hundred thousand retailers must make these reports. Many of the smaller ones will delay their returns. Larger stores, particularly department stores will not report the sale to a credit customer until the bill is paid. This means a December 20 customer, billed in January, paying February 1, will not be listed for taxes until at least the February report of the Collector of Internal Revenue.

Monthly tax reports give only the total for the country. Multiplied by five they give the amount of retail sales. These sales cannot be transposed to the month before or moved back two months to secure an accurate appraisal of the actual retail sales of a given month. But an examination of the monthly tax figures for the last fiscal year shows that February reports, the highest for the year, following January the second highest, must reflect perfume and cosmetic Christmas sales.

It would be an easy way to determine December retail sales of perfumes and cosmetics by multiplying by five the February tax reports. Probably this method would give relative accuracy, since a comparison of tax reports for each month, with practical sales experience, indicates that a recognition of a sixty day lag could not be far off.

But until some method is found of identifying the actual time of the retail sale, it would seem more accurate to think of these reports in terms of a sales flow instead of by individual months. If these sales are charted, it would seem that a more accurate method of determining seasonal activity in retail sales or in consumer purchases could be established. For the purpose of planning, advertising and promotions such a flow sheet should be adequate.

Consumer Purchases of Taxable Toilet Preparations For the Fiscal Year Ending June, 1947

1946	
July	$32,756,855
August	38,252,835
September	31,025,600
October	41,243,650
November	58,888,395
December	67,341,335
1947	
January	$29,871,440
February	34,109,265
March	33,875,940
April	32,675,040
May	39,068,055
June	31,963,390

Retail sales of perfumes and cosmetics by states are not given in the monthly reports of the Collector of Internal Revenue. They are, however, available in the annual report.

Sales by states are not subject to as many errors in interpretation as are the monthly tax reports. They probably are misleading to the extent that accounting headquarters in one state may pay taxes for retail sales that took place in another state. This margin of error may take place with certain chains, or mail order and house to house companies. It would be surprising if it altered any states figures by more than 10 per cent.

A study of state sales reveals some surprising facts. Only five states do a retail business in perfumes and cosmetics that gives to each 5 per cent or over of the national retail volume.

Over half of the consumer purchases of perfumes and cosmetics are in these five states. The banner states for the industry are New York, 21.45 per cent; Pennsylvania, 5.41 per cent; Ohio, 5.14 per cent; Illinois, 8.56 per cent; and California, 10.57 per cent.

Three territories which include eleven states do 63 per cent of the U. S. business in perfumes and cosmetics. These territories are the Middle Atlantic, 28.53 per cent, East North Central, 21.70 per cent, and Pacific 13.29 per cent.

Sales of Taxable Perfume and Cosmetic Preparations by States and Major Geographical Areas

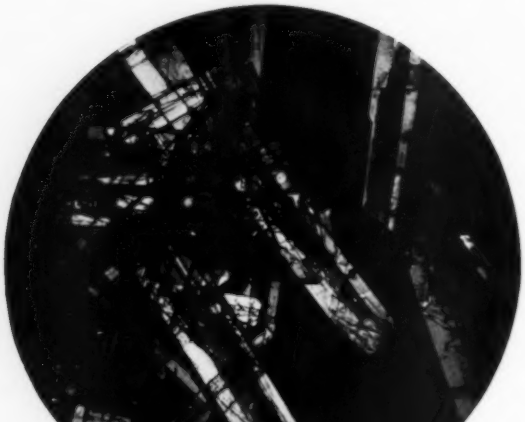
	1946 Purchases	Per cent of total
New England		
Maine	$1,559,237	0.33
New Hampshire	821,567	0.17
Vermont	449,276	0.09
Massachusetts	12,091,231	2.53
Rhode Island	1,746,454	0.37
Connecticut	4,348,788	0.91
	$21,016,553	4.40
Middle Atlantic		
New York	$102,513,605	21.45
New Jersey	7,927,181	1.66
Pennsylvania	25,836,614	5.41
	$136,277,400	28.52
South Atlantic		
Delaware	$678,508	0.14
Maryland	5,449,139	1.14
Dist. of Columbia	6,006,872	1.26
Virginia	6,284,721	1.32
West Virginia	3,371,430	0.71
North Carolina	5,996,540	1.15
South Carolina	2,456,043	0.51
Georgia	7,776,039	1.63
Florida	6,469,123	1.35
	$44,488,415	9.31

(Continued on page 518)

ANTIBIOTIC DRUG THERAPY

PHOTOS COURTESY OF CHARLES PFIZER & COMPANY, INC. PHOTO IN CIRCLE SHOWS A PRINT OF PHOTOMICROGRAPH OF SODIUM PENICILLIN UNDER POLARIZED LIGHT.

By CHESTER S. KEEFER, M.D.*



THE development of a new antibiotic from the stage of a test tube curiosity to the place where it can be manufactured and used widely and safely in man requires cooperative work and understanding of many different groups of specialists. The benefits that flow from such a discovery and its development are very far reaching. They are both social and economic. The discovery and development of a new therapeutic agent often creates a new industry. Through production new wealth is created, employment is increased, and the physician and surgeon are provided with new and powerful tools to prolong life, reduce and relieve human suffering. The total days of illness and absenteeism from work are reduced. This in turn increases earning capacity and productivity. New drugs may also contribute to some of the other problems of an ageing population, but we need not go into that here. In short, new discoveries in medical science are beneficial to the public of which we all are members.

In August, 1943, a patient was admitted to the infectious disease service of the Massachusetts Memorial Hospitals with anthrax. He was treated with penicillin and within 48 hours all anthrax bacilli had disappeared from the carbuncle and a rapid healing of the lesion followed. This was one of the first cases of anthrax treated with penicillin, but this is not the reason that I mention it. I am bringing it to your attention because it was the studies on anthrax 70 years ago that excited the interest of scientists in the subject of bacterial antagonism. With the discovery and use of penicillin, an agent derived from microbes became available that can cure anthrax in man. Let me tell you the story of anthrax, because the idea of using one bacterium or its products to combat another began with the classical and world famous experiments on anthrax by Pasteur 70 years ago.

In 1876, Robert Koch, a young practitioner of medicine in Polish Russia, demonstrated conclusively that *B. anthracis* was the cause of anthrax. This was the first disease of man or animals shown to be the result of infection by a specific microorganism. Soon after Koch reported the results of his painstaking studies a controversy arose over the significance of anthrax bacilli because Paul Bert in France announced that he had been able to destroy the organisms in a drop of blood by compressed oxygen and then inoculate an animal with what remained, reproduce the disease and cause the death of the animal without any trace of the bacterium. He concluded that the bacteria were neither the cause nor the necessary effect of anthrax, which must be due to a virus.

At this point Pasteur stepped in to the conflict. He grew the anthrax bacillus in artificial media for 40 generations and then produced the disease in rabbits and guinea pigs, thus smashing the virus theory. To settle objections that had been made by Jaillard and Leplat, who had caused death of animals by the inoculation of blood from cases of anthrax without inducing growth of anthrax bacilli in the blood of experimental animals, Pasteur went to Southern France. There he found the carcass of a sheep dead about 16 hours, that of a horse dead about a day, and that of a cow dead about 2 or 3 days. The blood of the sheep contained only anthrax bacilli and induced anthrax in guinea pigs. Putrefactive organisms but no anthrax bacilli were found in the blood of the horse and the cow. The blood of these animals, when inoculated into guinea

*Professor of Medicine, Boston University.
Presented before the American Pharmaceutical Manufacturers Assn.

pigs, caused death from sepsis but not from anthrax. The experiments of Jaillard and Leplat were thus explained. The putrefactive organisms had killed the aerobic anthrax bacilli. By cultural methods Pasteur succeeded in separating the aerobic anthrax bacillus from the anaerobic putrefactive organisms responsible for the deaths from sepsis. Further, he was able to show that when other organisms were mixed with anthrax bacilli and injected into animals, the anthrax bacilli were eliminated and the animal failed to die of anthrax. Thus, we had the first demonstration of bacterial antagonism and the first demonstration that some bacteria or their products were capable of destroying others.

These experiments excited great interest and stimulated bacteriologists to look for antibacterial agents derived from microbes that might be used in the treatment of human infections. The first one to be turned up and the one that was given preliminary trial was pyocyanase by Emmerich and Low (1901). This substance was prepared commercially and began to appear on the market. It was apparently used to a considerable extent. The hopes of the people were raised. Would this new chemotherapeutic agent be effective in cholera, meningitis, anthrax, and other diseases such as tuberculosis? The reports following its use were inconsistent. It was regarded by some as the most powerful disinfectant then in use on human beings. It was used locally as a spray into the mouth, now known as an aerosol. The results were favorable in some cases and unfavorable in others. One could not rely upon the results. Due to these inconsistencies and its unpredictable behavior it was finally given up even by the most optimistic.

It is perhaps well to pause and reflect on the causes for the unpredictable behavior of pyocyanase in its early days. It is now known that only some strains of *Ps. aeruginosa* are capable of producing pyocyanase and the yield of the active substance varies with the medium in which the organisms are grown, and with the methods of extraction and isolation. Moreover, it is well known that there are at least two substances produced from some strains, pyocyanase and pyocyanin. To the producers of penicillin and streptomycin these points will sound like present-day stumbling blocks in the development of a new antibiotic. There is an added point, and that is that these substances have a high toxicity factor. Nevertheless, pyocyanase was the first antibiotic to be isolated and the first to be used in man.

So little was known about bacteria and their products at that time that years of work and study were required before it was possible to make practical use of the information that was accumulating.

The great advances that were made in the field of infectious diseases during the first few years of this century were in the field of preventive medicine. Advances in specific and rational therapeutics came

slowly. The extended use of diphtheria antitoxin for the prevention and treatment of diphtheria, the discovery of salvarsan and the other arsphenamines for the treatment of syphilis, and the development of specific antiserums for the treatment of pneumonia and other dieases were among the outstanding achievements during the first 35 years of the century. However, antibacterial agents derived from bacteria were receiving attention especially by Dubos, who first described specific enzymes for the removal and destruction of the capsular carbohydrates of the pneumococcus. Later came his discovery of tyrothricin from the *Bacillus brevis*.

Chemotherapy received a tremendous stimulus through the discovery of the sulfonamide drugs, and it can be said with great assurance that the introduction of these agents into therapeutics changed completely the outlook of many diseases and concentrated attention once more on the chemotherapy of infections. The importance of these drugs cannot be overemphasized.

Now that the sulfonamides were available and tyrothricin had been discovered, the time was right for renewed effort and a search for other agents. You all know the two that have emerged and which are widely used—penicillin and streptomycin.

I want to say something about the present trends concerning the dosage schedules of penicillin. This is a lively topic and one that has received attention from the very beginning. In general, is can be said

(*Continued on page 406*)

COSMETICS

Functions and Formulations

SKIN CREAMS

By HARRY HILFER

THE functions of the varied skin creams on the market are not limited to any one particular group of effects which may be claimed, but rather to further enhance the appearance of the skin by means of proper lubrication by providing an agency which would supply further increments of lipoids which are not present to the extent that the user would consider normal. It would be difficult with "treatment line" preparations of this sort to draw a sharp line between cosmetic effects and therapeutic effects, and therefore all the overlapping functions will be treated as cosmetic effects.

Lanolin and lanolin derivatives are probably the most important types of materials used in this class of preparations, and before going into a further discussion of the completed creams a discussion of lanolin may be in order. Lanolin is derived from sheep's wool grease after its prior separation from the wool. Manufacturers of lanolin are quite secretive of the methods they use in refinement of lanolin from the wool grease and therefore there is not a great deal of information in the literature which is of much help. The refined product, however, is a rather stiff unctuous, yellowish material which varies in color, odor and consistency, with the methods of refinement used by its manufacturers. Its appearance varies from a rather opaque substance to one that is fairly translucent—both being acceptable U.S.P. products. Chemically lanolin consists of a complicated mixture of esters, best known of which are the cholesterol compounds, but containing in addition other sterol-like bodies such as agnosterol and lanosterol as well as a small percentage of straight chained normal alcohols. None of these alcohols are present in the free state, but are combined as esters.

The fatty acid portions of the lanolin esters are probably even more complicated, for they consist of bodies varying in their length from ten to 28 carbon atoms and including fatty acids containing hydroxy groups and side chained methyl groups.

This conglomerate structure of lanolin endows it with properties not often found in natural substances, since it makes it a splendid mutual solvent in addition to its other properties. Lanolin, however, is best known for its hydrophylic properties. It can easily absorb into a stable emulsion its own weight in water and this property has made its use of great importance in the preparation of many pharmaceutical ointments. Its steroid structure has caused it to be compared to the natural oily secretions from the sebum and to be called the closest commercially available material to the human natural oils. This latter description, particularly, has caused its use to become almost universal in topical preparations generally and in "treatment line" creams in particular. There is considerable controversy still as to whether or not any substance topically applied is capable of absorption by skin tissues and though it is not within the province of this work to take any sides in the argument, there is a great deal of evidence to indicate that there is good reason to believe that such absorption does take place,

and proponents of this theory are generally agreed that a vehicle containing fair amounts of lanolin contribute to the absorption and that lanolin fractions themselves are absorbed.

Whether or not it is absorbed, there does not seem to be any doubt that applications containing lanolin are beneficial as lubrication agents. Women in the United States, particularly, are chronic complainers of being afflicted with abnormally dry skins. They regard this as a deficiency which must be corrected, in much the same manner as other maladies, and therefore, because of its long medical history as a vehicle for dermal applications, look for lanolin in any cosmetic which they buy for use to correct their afflictions. By whatever method it achieves its result, there are enough women to swear for its efficacy to cause the technical men in the cosmetic industry to regard it as an essential addition to any treatment line cream.

Methods of its incorporation into creams are dependent on the type of cream desired. Skin creams may be classified in two broad general categories—the beeswax borax type which contains a relatively large proportion of oil and the less oilier types which are dependent on absorption bases for the stability of their emulsions, or on the newer water-in-oil emulsifiers such as sorbitan sesquioleate which of the two classifications is the more highly thought of is difficult to say, since representatives of both have enjoyed good popularity. It would therefore be best to describe both types.

They are both water-in-oil emulsions, though their consistencies vary according to the specifications desired by the manufacturer. The beeswax-borax type or the more oilier contains in addition to the lanolin a high percentage of oil and some waxes for additional stiffening if desired. These waxes are chosen from among rather a long list which includes principally, ozokerite, paraffin and spermaceti. Other stiffening agents such as Cocoa butter and tristearin are also used depending on the desired effect. The oils used are principally anyone of the several different viscosities of mineral oil, and in a lesser proportion, the natural fixed oils such as olive, sesame and sweet almond oils. These latter oils have fallen into comparative disfavor, though their use has by no means been discontinued, because of their greater susceptibility to the oxidative rancidity reaction as compared to mineral oil. The functions of the various raw materials used are described in a previous chapter, and their use in skin creams are for much the same reason.

Somewhat varied effects may be obtained by the incorporating of sorbitan sesquioleate into the emulsion as an addition to beeswax and borax, as well as other hydrophylic esters. Their addition broadly speaking serves to allow the formulator greater scope in water-in-oil emulsions than he was heretofore permitted. Glyceryl monostearate additions, for example, increase the stability of the emulsion to heat and allows addition of larger amounts of difficulty emulsified substances than would otherwise be possible. Sorbitan sesquioleate additions also made possible the manufacture of softer bodied creams of good stability.

In any discussion of the ease with which different materials may be incorporated into an emulsion, the writer is convinced that in water-in-oil vehicles, at any rate, hydrocarbons are most easily emulsified while the fixed oils are at the opposite end of the scale. Of course there are many other variables which would affect their propensity as part of an emulsion, such as viscosity and specific gravity, but generally speaking this seems to be true. Therefore, it is best to use a hydrocarbon whenever possible if it is at all consistent with functional usage. Paraffin and ozokerite are more capable for the same reason of being incorporated into water-in-oil creams than is spermaceti, though the other properties of spermaceti as compared to paraffin sometimes makes its use preferential.

It cannot be assumed that the addition of a water-in-oil emulsifier in a system dependent on another type of water-in-oil emulsifier for stability of the emulsion, would strengthen the emulsion. For example, additions of lanolin, which may be regarded as a water-in-oil emulsifier, to a water-in-oil beeswax borax system, in unlimited amounts, would not necessarily cause the emulsion to be more stable. Indeed, such an addition could easily cause the system to break as would be evidenced by separation of oil on the surface. This is due to the difference in the colloid mechanism of the two systems which would cause them to interfere with each other, when by themselves they may be adequate. In good practice it is rare when more than ten per cent of lanolin is added to a beeswax borax system, the more usual amount being about five per cent.

Another category represented by the skin creams are the absorption base creams. Absorption bases were introduced to the American market by European manufacturers some twenty-five years ago and have enjoyed a successful sale to the cosmetic and pharmaceutical trades. More recently American manufacturers have introduced absorption bases of domestic manufacture which seem to be equally effective in their functions. These bases are derived from lanolin fractions, having greater hydrophylic properties than does lanolin itself, which are in turn incorporated into a hydrocarbon mixture of petrolatum and mineral oils or into a mixture of fixed oils. Used by themselves the absorption bases are capable of forming stable emulsions with twice their weight of water and in many cases somewhat larger amounts. The absorption base therefore became the medium by which water-in-oil emulsions containing relatively small amounts of oil could be prepared, and opened a new field to the cosmetic manufacturer who was looking for a relatively greaseless vehicle which had all the other properties enjoyed by water-in-oil creams.

Hydrophylic agents of this type are capable, because of their non-ionic character of supporting large amounts

(*Continued on page 419*)

NEW DEVELOPMENTS IN MEDICINAL AGENTS PART I

RESEARCH leading to the development of new medicinal agents has never been more intensive than over the past few years. The impetus given research during the war years did not cease with the end of hostilities not is it likely to. The widespread acceptance and demand for new specifics by the medical profession speaks favorably for the painstaking labor of those chemists, pharmacologists and pharmacists who have made these new substances possible.

It is interesting to note that, although synthetic medicinals still lead in numbers, many products of animal or vegetable origin are of great importance. Synthetic medicinals undoubtedly offer the ultimate in purity, predictability and simplicity of control, but as yet many natural products remain unsynthesized and may so remain indefinitely.

Enterogastrone

Peptic ulcer in humans has been a medical problem for many years. Perforation or hemorrhage in untreated or unsuccessfully treated cases has resulted in death to many. Emotional disturbances have been shown to bear a relationship to peptic ulcer and this factor should not be overlooked in the therapy. However it is also necessary to use the proper drugs. Many substances have been tried, some with some measure of success, others with total failure.

Since the discovery of secretin in 1902 the gastrointestinal autocoids have attracted the interest of physiologists as possible therapeutic agents. Histamine, secretin and cholecystokinin have shown value as diagnostic aids but enterogastrone is the only one to show therapeutic value. It has been isolated from the mucous lining of the upper intestinal tract of freshly slaughtered hogs. The name is derived from the three words enteron, gastron and chalone. It is believed to act by inhabiting gastric secretion.

Experiments with enterogastrone on dogs with ulcers revealed complete healing of the ulcers and when treatment was stopped no recurrences took place for at least 18 months.

Following the animal experiments enterogastrone was next tried on humans. Selected for the study were ulcer patients who had been suffering with the condition for at least five years. The dose calculated as preferable was 100 to 1000 mg. but due to expense of extraction a daily dose of 200 mg. was selected. In some cases it was necessary to reduce the preliminary dose to 100 mg. due to pain at the site of injection. Definite improvement verified by X-ray was noted in most cases in a period of two to five months. Some gained weight and were able once more to live on a normal diet. Treatment was discontinued within six months to a year and none who had received six injections a week for six months showed any signs of recurrence. Enterogastrone thus may prove to be the drug for preventing recurrences in peptic ulcer. It is available for clinical trial only.

Resin Antacid

The discovery in 1935 that some resins take up hydrochloric acid opened a new field in the therapy of gastric acidity. The use of the synthetic resin group of ion-exchange chemicals suggested the possibility that the principle might be applied in controlling pH of the gastrointestinal tract secretions.

Resinat or resin antacid is such a product. It is a yellow, tasteless powder available in capsule form. Chemically it is a polyethylene-polyamino methylene substituted resin of diphenyloldimethylmethane and formaldehyde in basic form. It is purified and ground to a particle size of about 200 mesh so as to give it sufficient surface area to enhance its acid-adsorbing qualities. Resinat acts by attracting to itself the excess hydrochloric acid of the stomach and after so doing passes into the intestine where the alkalinity causes it to drop the acid molecules which are absorbed. The resin is eliminated unchanged and without having had any effect on the gastrointestinal tract.

Resinat is rapid in action and possesses great acid normalizing power and a specific capacity to inhibit pepsin activity. It controls the symptoms of gastric hyperacidity without eructation, is nonconstipating, nontoxic and nonirritating, and does not disturb the acid-base balance of the body fluids. It is effective in the therapy of peptic and duodenal ulcers.

Resinat is supplied in capsules containing 0.25 Gm. on each by The National Drug Co. The dosage recommended in ordinary hyperacidity is one or two capsules with a few sips of water and repeated as required. In acute peptic and duodenal ulcers one or two capsules should be given every two hours during the day. Dietary restrictions are also necessary.

By MADELINE O. HOLLAND, D.Sc.

Editor of *American Professional Pharmacist*. This article is reprinted from the *American Journal of Pharmacy*.

Thiouracils

About three years ago thiouracil was introduced into medicine as a therapeutic agent in hyperthyroidism. More recently a derivative of this drug has been made available. Known as propylthiouracil or 6-*n*-propylthiouracil it is a white crystalline substance with a bitter taste. Propylthiouracil is used preoperatively for thyroidectomy or as a substitute for thyroidectomy. It reduces the basal metabolic rate to a normal level. The period of preoperative preparation can be prolonged for a sufficient length of time to allow the patient to recover from the adverse effects of the hyperthyroid condition, making the patient a better operative risk. By thus controlling the patient preoperatively the postoperative course is not so severe. In cases where an operation is contraindicated thiouracil has been used effectively to control the condition for several months and it is expected that propylthiouracil will do likewise. However the clinical data available on remissions is not sufficient to indicate that these drugs be used instead of surgery in patients who are considered good surgical risks.

The thiouracils are contraindicated during pregnancy and lactation since thiouracil has been shown to pass through the placental barrier and inhibit the thyroid function of the fetus. Examination of milk from women who have taken the drug during lactation showed significant quantities present. Such studies for propylthiouracil have not been reported but it can be assumed to be so from the similarity of other actions unless proven otherwise. Propylthiouracil shows less incidence of side-effects and untoward reactions than does thiouracil. Patients who have shown reactions with the latter have taken the propyl compound without difficulty. It has also shown value in patients showing intolerance to iodine therapy. The incidence of agranulocytosis is also less with the propyl derivative.

If agranulocytosis does occur the drug should be stopped immediately and 1,000,000 units or more of penicillin administered daily in divided doses until the white count becomes normal. Sulfonamides and coal-tar derivatives should be avoided. Transfusions of 250 to 300 cc. of fresh whole blood should be given every four to six hours.

Propylthiouracil is administered orally in doses of 100 to 150 mg. daily. The total dose should be divided into four and given every six hours. Larger doses may be necessary but should not exceed 250 mg.

Propylthiouracil is supplied in tablet form by Eli Lilly and Co., Abbott Laboratories, Lederle Laboratories and others.

Several other derivatives of thiouracil are under investigation but have not been released at present. They include 6-methylthiouracil, cyclopropylthiouracil and cyclohexylmethylthiouracil. The two latter compounds are more active than thiouracil but less so than is propylthiouracil. Cyclohexylmethylthiouracil is thought to have a greater therapeutic index than thiouracil, propylthiouracil and cyclopropylthiouracil.

BCG Vaccine

BCG is the commonly used abbreviation for Bacillus Calmette-Guerin. From this bacillus is made a vaccine which has met with some success in immunization against tuberculosis. It was first made available in France in 1924. It is today accepted by the medical profession and laymen in the Scandinavian countries and in certain Latin American countries as an important adjuvant to established measures against tuberculosis. However in the United States its use is strictly controlled. An institution for tuberculosis prevention is being erected at the University of Illinois in Chicago where the entire supply will be manufactured.

Although this vaccine does not eliminate tuberculosis it provides a definite advance toward its eventual eradication. It is harmless to humans and provides partial immunity against tuberculosis. Both adults and children to whom it has been given are not so susceptible to the disease. The immunity lasts for about five to seven years.

Use of this vaccine does not eliminate the need for standard measures such as mass X-ray examinations and tuberculin surveys for the detection of the condition and prevention of dissemination of the bacilli by isolation and treatment of actual cases. The vaccine is administered intracutaneously or transcutaneously. With the latter method the possibility of formation of local abscesses is eliminated.

Hydrogen Peroxide Glycerite

Glycerite of Hydrogen Peroxide is a new antiseptic solution for topical application which has shown results in the therapy of post-operative incisions, wounds and lacerations, cysts and abscesses, varicose and diabetic

(*Continued on page 417*)

By WILLIAM T. DOYLE*

TRAINING SALESMEN FO

THE pharmaceutical industry has been in the buyer's market for over a year. It may be of interest therefore to examine the methods we have employed in training our men for the stiff competition ahead.

In 1942 there was an estimated 6,000 pharmaceutical representatives in the United States. The latest survey indicates that there are approximately 12,000 pharmaceutical representatives calling on an estimated 150,000 physicians. Since the average detail call lasts only five minutes, it is most essential that the pharmaceutical representative be well prepared. That becomes a matter for imaginative sales training.

The Director of Sales Education

In many companies the man heading up sales education comes from the technical department or has been an average salesman with bookish tendencies. In our experience, neither one is likely to be successful.

In setting up our sales education department, we looked for a man who had the following qualifications:

1. A successful record of selling pharmaceuticals.
2. A pharmacy background.
3. Experience in teaching.
4. Product development experience.

After some time and much screening we found a man to meet these qualifications. Our selection has more than paid off.

Once a Director of Sales Education is appointed it must be understood that he should have a relatively free hand and report only to the Director of Sales. To be successful, the Director of Sales Education must have the basic selling policy outlined for him. Then he should work in close conjunction with the Director of Sales, the Advertising Manager, and the Research Director. Such a policy will provide the sales education man with the proper perspective to carry out his job effectively. The man training salesmen cannot do a good job if he is confused about what is expected of him.

After the basic sales education framework has been laid down, the Director should go out into the field and live with the salesmen. He should observe the problems that beset the man in the field, make careful and profuse notes and then return to the home office and develop a tailor-made sales educational program. It is poor planning, to say the least, to encourage or permit the Director of Sales Education to sit at a desk and evolve an effective sales training program. That must be created on the firing line of combat.

Such a policy as just outlined has been very effective for us. It has provided us with a Director of Sales Education with the proper personality and background to do a good job. In addition, by providing him with a framework of policy thinking, he knew how far and in what direction he could go. Then, sitting down with the Director of Sales, he was able to set up a plan of action. The field survey gave us a picture of our educational needs and helped to set a base for our training.

*Director of Sales, Lakeside Laboratories

Training New Men

A close scrutiny of sales education practices within a number of companies indicates a variety of methods. Some train new men two to six weeks, and some even longer. Our experience and field studies indicate these practices to be a mistake.

After much testing we have come to the conclusion that a new man should be trained first by his field manager. This should be done at a convenient point in the territory and the first week should be devoted to product information. His second week is taken up with application in the field under the supervision of the district or division manager.

This practice, which is a departure from what we had formerly done, has given us more productive men sooner. We have found too that it is much more to the liking of the men themselves.

After the two weeks indoctrination period, the new man is put on his own. After the three or four months managing this territory, he is then brought into the home office for what we call a sales clinic. At that time he is introduced to the members of the scientific, sales and advertising staffs who give short talks regarding the relationship of the various departments to sales. More product information is given by the Director of Sales Education who heads up the school, and particular attention is placed on field application.

By following sales clinic procedure for new men, we have learned that they absorb the information we give them much more easily. By their own admission, they state that it is a mistake to cram a lot of information down the proverbial salesman's throat during the indoctrination period. They like the introductory method much better. The sales clinic gives them an opportunity to ask a lot of questions based on actual field experience. They feel that they can talk with more authority and confidence. The sales results indicate the wisdom of this sales training practice.

Training Aids

Every sales department is confronted with the problem of presenting information effectively. Some men are good speakers, others are poor ones. It is no secret that the poor ones frequently lull the salesmen to sleep. This is indeed an expensive waste of time and should by all means be minimized.

In approaching the problem of sales training, we cannot help but pay strict attention to the techniques we should employ to get across our ideas. We started off on a basis that we knew little about the newer techniques in sales education so we were going to learn all about them.

Our Director of Sales Education and the Director of Sales started out to examine methods employed by companies within and without the pharmaceutical industry. Searches were made through available literature on the subject of sales training visualization and finally a plan was evolved to fill our needs.

After we had decided on the techniques that we were to employ in training our men, we sent for an outside sales training organization to give us the objective point of view. These people had been in the Service and had developed visualization techniques which we thought could be employed in our case. We presented the problem and our ideas and from it sprang a very effective program of sales education.

In presenting material to a salesman audience, we sometimes overlooked the fact that they remember only about ten percent of what they hear. Our problem was to increase the audience retention through visualization, because it is an axiom that we recall 85 percent of what we see. It was our contention that if we could combine the auditory and visual response, we would make ourselves 95 percent effective. That was our goal.

Through sales training consultants, a board was developed across which was fastened black woolen cloth with a high adsorptive surface. Then our product and field application information was broken down to the bare essentials and these points were then visualized. Through the use of contrasting colors and varying geometric forms, the cut-outs told a very effective and attention-getting story. The visual pieces are backed with a special type of sandpaper which the speaker places on the woolen surface as he speaks. The sandpaper adheres to the woolen cloth and the audience is mystified. The thought behind this method of visualization is as follows:

1. It uses color to make its visual more forceful.
2. It is a well planned logical build-up with aids to the memory impression.
3. It uses simple yet very understandable graphic elements instead of complicated artwork which is used so frequently.
4. Every story can be directed to the level of intelligence desired.
5. It is the true visual with very few printed words being used. Whenever a picture can be used in place of words, it is done.

(*Continued on page 410*)

PHOTOS BY BETTMANN ARCHIVE

HEADACHE is an all too common symptom. Its severity may range from a dull ache to the sometimes disabling pain of migraine. The frequency of headaches may be a sign of the times, but headaches themselves antedate history. Explorers of Egyptian tombs and excavators of Inca ruins have turned up evidence that the ancients suffered from this complaint. So excruciating was the pain in some cases that trephining was employed to let out the "devils." Skulls have been found which show that some early surgeons were surprisingly skillful in the technic of opening this bony structure.

Modern therapy is seldom so drastic and is based on more logical concepts of causation. Headache today is one of the most common complaints encountered by the physician.[1] It has been said[2] that headache is a prominent symptom in 10 per cent of all patients who consult the general practitioner. Unfortunately, in many cases, the sufferer does not seek medical advice to alleviate the pain until the headache becomes incapacitating.

Headache, which is not itself a disease, may be a symptom of a large number of diseases and disorders. As noted by Blumenthal,[3] it may be due to so many different organic or psychological conditions that it may take a complete medical workup to properly

HEADACHE PREPARATIONS

By M. A. LESSER

diagnose the cause. In addition to an accurate history, complete physical and neurological examinations, he feels that further diagnostic studies should be made on each patient whose headache does not appear to be an acute, easily handled illness. Sometimes, in tracing down the cause of a headache, the doctor may be required to use all of his skill, plus laboratory tests and X-rays, to make a diagnosis. Even so, there sometimes remains the diagnosis of "habitual headache."[4]

Many attempts have been made to classify the causes of headaches and a number of elaborate systems have been developed.[5] Some are not quite so complex, however. One simple system employs two main groups.[6] Aside from local conditions such as eye strain and sinusitus, most headaches may be classed as those of intracranial origin and those of extracranial origen. According to Feldt,[2] the group of headaches of intracranial origin includes those due to migraine, allergy, histamine over-production, high blood pressure, fever, infection, brain tumor, brain abscess, cerebral hemorrhage, cerebral arteriosclerosis, uremic poisoning and Bright's disease, brain injury with or without skull fracture, menengitis, poliomyelitis, syphilis, tuberculosis, malaria, the toxemias of pregnancy and over-indulgence in alcohol. Obviously, this category includes some of the most serious causes of headaches. As a general rule, headaches in this class are deep-seated and throbbing in character.

The second group, those of extra-cranial origen, consists of the superficial and vise-like or drawing type of headache caused by prolonged contraction of the scalp and neck muscles. These are often called psychogenic or nervous headaches because they are brought on by emotional factors. Among the precipitating elements are anger, rage, fear, worry, anxiety, frustration, emotional conflict and feelings of insecurity, inadequacy, or guilt.

Another simple classification of headaches, based on the mechanism of their production, has been suggested recently by Butler and Thomas.[7] In their opinion, physiologically headaches are produced in four principal ways, or, clinically by a combination of them. These are : (a) distention and dilitation of arteries inside and outside the skull; (b) traction on the vessels within the skull; (c) edema and spasm of muscles of the scalp and neck; and (d) direct irritation of pain-carrying nerves or structures by inflammation or pressure.

It is self-evident that with such varied causes, there is no simple or single medical preparation or form of therapy for all types of headaches. Obviously, the causative factor must be removed if and when possible. Although fairly simple measures may produce alleviation of pain in the majority of headaches, this relief should not be regarded as an end in itself, but only as a means of providing comfort until the cause of the headache is determined. The importance of head pain as a symptom cannot be overlooked. Thus, headaches associated with some organic manifestation should be treated according to the underlying factors. Until these causes are determined and removed, if possible, analgesics or other suitable drugs are valuable to control the pain.[8]

Noteworthy in this connection are the observations made by Horton.[9] He considers headaches arising from organic causes to be rare. He estimates that 75 per cent of headaches are caused by mental upsets or are migrainous in nature.

There is no doubt that a large portion of the common or so-called "simple" headaches are due to emotional strain and tension. Pointing out that no headache is imaginary, Wolff[10] has remarked that emotion may cause actual pain through reactions of muscles or blood vessels. Accounting for a large percentage, possibly a majority of all cases, these psychogenic or nervous headaches often occur in overly conscientious people. Showing no evidence of organic disease, there are several characteristics which point to the benign nature of nervous headaches.[2,11] The location and types of pain are variable and the victims usually have had headaches for many years without suffering any impairment in health. Often quite distressing, nervous headaches seldom interfere with work or play and rarely interfere with sleep. Such headaches are usually relieved by aspirin (acetylsalicylic acid) or other mild analgesic preparation or by a short nap. In many cases it has been found that psychological suggestion, rather than drug action, will bring more permanent relief to sufferers from nervous headaches.

Other common headaches often result from eye-strain, over-exercise, over-indulgence in food or drink, late hours or some other unusual demand on the system. Such underlying conditions usually correct themselves without special treatment. As remarked by King,[12] these headaches can lasily be relieved by the administration of one of the several popular, so-called headache remedies. He notes, however, that if the mild, ordinary type of headache is not relieved with two or, at the most, three doses of such a preparation, it is useless to continue its administration.

In a stronger vein, Waggoner[8] has warned that the indiscriminate and illogical use of analgesics is often unsatisfactory and may actually cause more damage than the pain itself. Thus, so-called reflex headaches and headaches associated with anxiety, excitement or depression may be controlled with relatively small doses of acetylsalicylic acid, or the aspirin may be combined with other analgesics and caffeine. These drugs, however, are not quite so effective in patients with migraine or allergic headache.

Aspirin is undoubtedly the analgesic drug most widely employed for relieving the pain of nervous and other common types of simple headache. Other analgesics, dispensed singly or in combination, have also found frequent use in the alleviation of such headaches. These include various salicylates other than acetylsalicylic acid acetanilid, acetophenetidin (phenacetin) antipyrine and aminopyrine. The action, value, limitations and dangers of these analgesic drugs are well known[13,14] and need not be discussed at this time. Moreover, they have been reviewed, in considerable detail, in this publication on previous occasions.[15]

As already indicated, it is common practice in preparing headache products to employ two or more drugs in combination and to dispense them in the form of powders, capsules, pills and tablets. Such combinations have certain definite advantages with regard to superior, more rounded therapeutic action and greater freedom from undesired side-effects. As emphasized by Goodman and Gilman,[14] a smoother and more efficient analgesic action may be obtained by using a mixture of two or three analgesic agents. These should be selected from different classes of drugs and the dose of each reduced to one-half or less. This, they say, represents one of the few valid uses of drug combinations. The possibility of untoward reactions is also reduced because the toxic effects of the various groups of drugs differ somewhat from each other.

(Continued on page 411)

PHOTOS BY BETTMANN ARCHIVE

CARE and AGING OF PERFUMES

By JOSEPH PARENTINI*

Not enough attention has been paid by some American manufacturers regarding the aging of perfumes. The French perfumer considers it a *must* to age his perfume creations. An item of utmost importance is the selection of the very best grade of alcohol to be used as a solvent. Most French perfumers treat their alcohol with a small percentage of gum benzoin, gum olibanum or gum styrax and allow it to age for a period of thirty days. This simple process has a very desirable effect in the mellowing and softening the harsh note of raw alcohol. Due to the special denaturants used in American made alcohol, it is just that much more necessary for the manufacturer to treat his alcohol.

The method of aging, bottling and storing perfumes is a very important factor to the responsible perfumer. Let us assume that the perfume is to be aged for a desired length of time, certain elements and details must be taken into consideration otherwise the finished product can be seriously affected.

Most manufacturers know that the simplest method is to age perfume in five one-gallon glass bottles, but this also has its pitfalls, one is not on the alert. Before storing perfume in glass bottles, it is necessary that the quality of the glass is the very best. The bottles must be washed and dried thoroughly and be free of any foreign material. A test should be made to see that the bottles are free from alkali, otherwise it may change the character of the odor. The bottles must be completely airtight in order to prevent losses due to evaporation and contamination through infiltration of air.

When large quantities of perfumes are manufactured and stored in tanks, the problem becomes more difficult because metals and other materials are to be taken into consideration. Sometimes the perfumer is at a complete loss to know just what has caused deterioration of his product. It is very disconcerting when he finds an entire lot spoiled and unsalable, causing a loss of considerable money—still worse, when the finished product is out to the trade, complaints keep coming in, with results that may seriously harm the good-will and prestige of the manufacturer.

In many cases we find that discoloration and deterioration may be due to the oxidation from coming in contact with certain metals. The storage tank may be in perfect condition, yet little attention has been paid to the spigots, pipes, mixers, pumps or other parts of the equipment. Most certainly any tank made from agate or galvanized iron is completely out of the question. Enamelware is quite satisfactory, but great care should be taken in its selection. Aluminum and monel metal are widely used in the trade. However, before using tanks made from these materials, they should be tested for traces of iron. If they contain the slightest trace, they have no place in the equipment of the modern manufacturer. Many perfumes contain some synthetics such as vanillin, heliotropine, indol, methyl, Anthranilate, eugenols, salicylates, etc. Perfumes of this type are very easily affected.

Copper tanks that are extra heavy tin coated are desirable. They should be easily accessible for frequent inside inspection. Silver lined and earthenware tanks of good quality are used by most of the leading French perfumers. Glass-lined tanks are suitable for most purposes of storing and aging. They should be perfect and inspections made from time to time. Sometimes an imperfection the size of a pin-head may be overlooked and be the cause of much trouble.

*Chemist & Production Manager, Cosmetic Division-Henri Bendel, Inc.

(*Continued on page 406*)

NEW PERFECTION DROPPING PARTS = QUALITY UNIFORMITY CLEANLINESS SERVICE

1
Non-rolling, extra-depth, Bakelite Cap; thick flange rubber part; Saftee ball glass.

2
Non-rolling, extra-depth, Bakelite cap; thick flange rubber part; special bent glass (CALIBRATED in color).

3
Regular plastic cap, thin flange rubber part; semi-blunt glass.

4
Single shell metal cap; non-swelling Amekine synthetic rubber part (without strong odor); blunt glass.

By the Originators and World's Largest Manufacturers of Screw-Cap Dropping Parts

Since 1931, when the screw-cap dropping part was originated by Pennsylvania Glass Products, the world-wide acceptance of New Perfection has been increasing. It has been due to our earnest adherence to this creed: In supplying the exacting pharmaceutical trade with this important dispensing item, exacting standards for quality, uniformity, cleanliness and service must be observed...

Today, our unquestioned world leadership in the distribution of the screw-cap dropping part, and related products, proves we have succeeded in producing and selling *the best*. Our reputation is assurance that each order, of whatever size, will meet the most rigid specifications.

New Perfection droppers, either plain or CALIBRATED IN COLOR, can be supplied for your bottle or with our new Modernistic style bottles. Our bottles are available in Amber, Blue, Green or Clear glass in 2 cc, ⅛, ¼, ½, 1 and 2 oz. capacities. Special oil-resisting AMEKINE synthetic rubber bulbs can be supplied for use with oil products, or natural rubber for general usage.

Write for Samples and Quotations

PENNSYLVANIA GLASS PRODUCTS CO. INC.

"GLASS GOODS OF THE BETTER KIND"

428-432 NORTH CRAIG STREET . . . PITTSBURGH (13), PA., U.S.A.

PACKAGING and SELLING

HIDDEN COOPERATIVE ADVERTISING

THE situation in cooperative advertising is best illustrated by a story that is being told in the trade. Two perfume manufacturers met on the street and one of them, after some general conversation, said, "What's happened to your advertising? I haven't seen any of it for quite awhile." The other perfumer exclaimed, "Not seen my advertising, why I am spending nearly twice as much as I did this time last year. Didn't you see the half-page in the Times yesterday that X store gave me." The other perfumer said, "No I did not see it. I thought I had checked every advertisement in the paper. I did notice a half-page advertisement for that store which featured a figure in a gown occupying the full space." "That is it," said the other perfumer, "did you notice the purse which the woman in the illustration is holding?" "Yes I think I did" said the first perfumer, and said the second one triumphantly, "The store gave me its word that a bottle of my perfume was in that purse."

One leading Fifth Avenue store which tried last year to eliminate cooperative advertising, because of the volume of demand that was being placed upon it, later had to alter its policy because of insistent demands by privileged accounts, and was compelled to appoint an individual whose sole job was to stand between the buyer and the acceptance or placing of cooperative advertising. This cooperative advertising which was offered to the store in a flood far beyond anything it could handle was all on the basis that the manufacturer would pay 100 per cent of the cost.

The cosmetic house which was probably the largest and most lavish spender in cooperative advertising last year has completely reversed this attitude and is now stating that it will place advertising only on the basis of 50 per cent of the local rate.

Another perfumer, who has always been a great believer in cooperative advertising, has completely abolished this but will continue his newspaper space, placing it himself at the national rate and controlling his own copy, space, selection of paper and date of insertion. This manufacturer says, after careful study, he is convinced that he is getting more advertising value by paying the full national rate, by controlling his own copy and other factors than he was getting at the local store rate, or even 50 per cent of this rate, because of the way stores were handling copy and insertions.

Men's Toiletries Revival

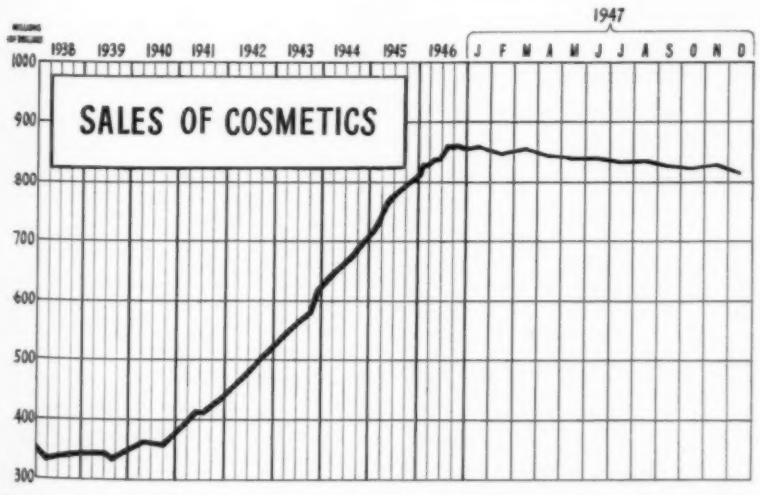
Manufacturers of men's toiletries are still far from happy, although sales during the Christmas season surprised many of them. One of these manufacturers, who had returned from a coast-to-coast survey of large stores, reported a general feeling among buyers and merchandise managers of these stores that the Christmas pick-up in men's toiletries was relatively better than the increase or pick-up in women's cosmetics.

One very large New York store reported active thriving sales in this department, with one day in which it had sales of $10,000.

One of the largest mail-order houses, which devoted a 4-color spread for women's cosmetics and a 4-color spread for men's toiletries in its Christmas catalogue, stated that its returns on men's toiletries paid them a better profit, in fact allowed two to one, than the returns from the color spread on women's cosmetics.

Of course, it should be noted here that the comparison is only between these two color spreads, that the spread on men's toiletries included all the products featured in this division, but that there were a number of black and white pages on women's cosmetics.

Nevertheless, there are plenty of indications that there was a comparatively good revival of Christmas buying of men's toiletries.



Retail sales of cosmetics for the twelve months ended with December 1947 amounted to $813,008,000. This compares with a total of $825,312,000 for the twelve months ended with November 1947 and with $852,974,000 for the twelve months ended with December 1946.

Daumits Reintroduce Hormone Cream

Harry and Kay Daumit are again in the market with their hormone cream. This cream was withdrawn from the market last year when Federal authorities took exception to the name. Now the cream with a new name, Kathryn's Hormone Creme, is back on the market with a new product, new labeling, and still at the $1.00 price.

This new label states that the cream contains 7500 I.U. of natural estrogenic hormones per ounce. Retailing at $1.00, the usual 40 per cent discount is allowed to the dealer and the bottom of each jar contains a 10 per cent P.M. sticker for the clerk.

Substantial national advertising, supported by an enlarged sales staff, is introducing the cream.

Eggs in One Basket Department

An interesting story of just what happens when a retailer over-extends with the single objective of doing all the business in his community, came out of California the other day via one of the top, alert perfume salesman in that territory.

The story is that in a small, but extremely prosperous community on the coast one of the retail druggists conceived the idea that he would be a perfume and cosmetic retail czar of that area. He redesigned his store, put in a beautiful department that occupied well over one-third of the store and employed a couple of smart cosmetic salesgirls. This set-up was so excellent that he received recognition from everyone of the class prestige perfume and cosmetic manufacturers, with the result that his store was soon able to stock practically every perfume that had any reason for existence and practically every cosmetic, treatment, make-up, bath or other line in a similar fortunate position.

This department was so attractive, the stock so bewilderingly adequate, the sales force so excellent that within a period of a few months almost every other druggist in that community and vicinity found that he was practically out of business in retailing anything except the low priced demand toiletries.

However, things did not work out too rosily for the kingpin druggist. After he had secured his monopoly, manufacturers of the leading perfume and cosmetic lines began to complain because their business was falling off. Instead of getting some sales attention and display in several stores, they were in this one store competing with so many different lines that they were lost in the shuffle when it came to display, and they were not getting any special sales attention. In other words, the girls were spreading their efforts over so many different lines that any one line, particularly the leaders, was suffering. The salesmen claimed that the druggists in this community were certain the total consumption of perfumes and cosmetics fell in this community.

The druggist, himself, was having his serious troubles. The inventory needed to carry all these lines was proving a very big headache to him. In fact his total investment in stock, rent and selling was not netting him any more actual profit than his previous position when he had the best department in town, a department with a limited number of select lines to which he gave quite a bit of specialized attention, but was a department that was quite competitive with two or three other stores which were concentrating on other limited but well-known lines.

After several months this druggist made a courageous decision. He called in the other druggists, who had formerly been doing an excellent cosmetic business, arranged with them to take over a number of lines which he relinquished, and in effect returned to the former retail competitive business that existed before. This druggist now claims that he is doing almost as large a total volume, his net in perfumes and cosmetics is considerably higher, the three other druggists are doing a very satisfactory business and the total community sales have again started to increase. This is a story with a happy ending. Manufacturers, retailers, salesmen and the public are all doing better and all are much more satisfied with this arrangement.

P. M. Upswing

The manufacturers' P.M. is on the march again, and so far as cosmetics go, the pressure will undoubtedly become more and more intense. We hear a great deal about the rising cost of the manufacturer and the new heights to which the break-even point has climbed. Manufacturers have largely handled this by substantially increasing prices, although it must be said that the cosmetic and drug industry has held its lines to a remarkable degree.

The retailer has had this same substantial rise in cost through salaries, rent, services, shipping, deliveries and many other items. Their break-even point has risen to an alarming height just as has the manufacturer's. But the retailer is working on the same discount that he received from manufacturers before the war. This would seem that as retail volume falls, many retailers will find that they are unable to stay in business. For this reason, retailers have been asserting unusual pressure on manufacturers for an increase in discounts, or some other way, to compensate them for their new cost of doing business.

While the P.M. is not a direct answer to this, it does help in that it meets part of the payroll of the salesgirls, gives this girl an incentive for increased sales, and in this way works to the advantage of the retailer.

In the cosmetic business a surprising number of companies are now offering 10 per cent P. M. The widespread increase in the P. M. and the way it is growing to larger percentages, certainly indicates that the manufacturer is beginning a period of extravagant pressure for retail favor.

Cosmetic Survey

According to a survey conducted by the Woman's Home Companion, American women are getting neater and more beautiful all the time, which should delight both husbands and cosmetic manufacturer's, since use of cosmetics for grooming and make-up purposes has risen considerably during the past few years.

The survey, compiled since April of this year, shows the use of lipsticks has gone up from 85 per cent in 1945 to 93 per cent in 1947, while lipstick brushes for applying it are used by twice as many women as two years ago. Clear, bright red is indicated as the favorite color. Lipsticks are changed with the season of the year but mostly the changing is done by the younger women useing different shades for different costume colors. Strangely enough, a minor factor for choosing a lipstick shade was "matching nail polish," getting a very few votes. Coloring of the wearer was voted the most important in selecting a lipstick shade.

Revlon led as favorite lipstick with 18 per cent, Max Factor with 10 per cent, Avon 9 per cent, and Coty 8 per cent.

Those questioned were fond of perfume, 83 per cent said they used it. Women under 35 use it slightly more than those over 35; a ratio of 85 per cent to 81 per cent. Income has very little effect on use.

SOLD

GOOD PRODUCT
GOOD PACKAGING

BOTTLE BY **FOSTER • FORBES**

Glass Packaging of Distinction

SALES REPRESENTATIVES

KANSAS CITY
DETROIT
CHICAGO
CLEVELAND
MILWAUKEE
CINCINNATI
LOUISVILLE
ST. LOUIS
ATLANTA
HAVANA, CUBA
ST. PAUL
NEW YORK
MEMPHIS

ROBERT GAIR ANNOUNCEMENT

About April 1, 1948, our new Kraft Liner Board Mill will come into production at Port Wentworth, Ga. This high speed modern Mill will supply the tonnage of Liner Board for fabrication into Corrugated Shipping Containers by the Nine Gair Box Plants located at

N. TONAWANDA, N. Y.	PORTLAND, CONN.
SYRACUSE, N. Y.	CAMBRIDGE, MASS.
UTICA, N. Y.	HOLYOKE, MASS.
NEW LONDON, CONN.	CLEVELAND, O.

PHILADELPHIA, PA.

ROBERT GAIR COMPANY, INC.
NEW YORK • TORONTO

FOLDING CARTONS • SHIPPING CONTAINERS • PAPERBOARD

The Cosmetic Trend

Toilet goods departments are re-examined for their usefulness as volume producers and traffic builders. Having let things slide for some time in the expectation that the creeping decline that has affected cosmetic and toilet goods counter performance in many stores might mend on its own. Store executives are getting alive to the fact that a tonic must be applied, unless stores will lose the dominant position which they have held over a number of years but which is enjoyed only today by a comparatively few.

What department store and specialty store toilet goods counters need today is a more varied assortment, greater attention to seasonal articles and novelties, more forceful merchandising policies.

How to keep their customer traffic liquid is becoming one of the principal worries of store managers and what is done these days to solve the crowding problem is of more than ordinary concern to those toilet goods and cosmetic manufacturers who are doing the major share of their business with department and specialty stores.

If present trends work out stores in the not so far future will make less use of elevators and will replace a large part of them by escalators. There is much to recommend such a move, beside keeping the traffic moving, but toilet goods manufacturers will be interested primarily into the fact that toilet goods counters have a good chance of getting locations facing escalator landings, or in their immediate neighborhood. This will make them exceptionally good spots for point of sale advertising. Buyers will be more than usually receptive for good counter displays that can dress up the counter and at the same time relieve pressure upon the counter personnel by doing part of the sales work.

With this prospect before them it may be worthwhile at this time to draw the attention of manufacturers to the often heard complaint of many department store toilet goods buyers that, while the majority of the counter displays of the toilet goods industry are excellent from the advertising point of view, they do not lay themselves always easily to the special conditions of department store display and counter sales technic. Buyers hesitate to state what they expect toilet goods manufacturers to do in this respect, but they are unanimous that they would make better use of the industry's counter aids if these would be more carefully tailored to their own needs.

These needs will acquire a new aspect with the increa ing use of escalator service. The escalator traveler has a birds eye view of the store. Maybe it will not be easy to adapt a counter-card, advertising a toilet goods article, to the double purpose of carrying a sales message and advertise the counter as it is seen by the descending customer. But, the attempt will certainly be welcomed. It will help to promote the products of many a manufacturer whose advertising remains unused today, because it does not answer the plans which stores are making these days for their toilet goods counters.

Coty led in popularity with 18 per cent, Bourjois came next with 14 per cent and then Lentheric 8 per cent. Chanel, Lucien Lelong and Dana all tied for third with 7 per cent each. Yardley and Matchabelli had 6 per cent each.

Although 36 per cent of the women have to buy their own perfume, 21 per cent tell the men in their lives exactly what they want and about 33 per cent just hint.

The survey also shows that most American women shampoo their own hair once a week, that the use of hair rinses has risen from 17 per cent to 26 per cent since 1945. Of the liquid shampoos, Drene was used by 24 per cent, Halo 19 per cent, Fitch 8 per cent. Lustre Creme led in popularity in cream shampoo being preferred by 51 per cent. Raymond Labs., second, 22 per cent, and Vita Fluff 8 per cent.

Use of anti-perspirants and deodorants has gone up from 88 per cent to 93 per cent. In this category Companion readers report 60 per cent of the men in their families use anti-perspirants and that in two out of three cases the women do the buying for them. Also the men poach on their wives' supplies. Arrid led here with 23 per cent, Mum 21 per cent, Fresh 12 per cent.

Only about 18 per cent use no nail polish but 76 per cent of those who do always manicure their own nails. Here again Revlon led with 51 per cent claiming they used it. Cutex came next with 22 per cent, then Chen Yu with 16 per cent.

About 28 per cent claimed they used colored nail polish on their toe nails. A few (6 per cent) qualified their answers by saying they did so only in the summer. The younger women were in the majority when it came to doing this.

Beauty shops still have the lion's share of the permanent wave business, with 60 per cent of women having permanents once or twice a year. But about eight per cent are now giving themselves home waves and a significant note is that in this group the younger readers predominate.

The survey showed a shift in buying habits, with drug stores gaining over department stores as sources for cosmetics and house-to-house selling doing a much larger business than heretofore.

Demonstrator Compensation

The records of the Federal Trade Commission, as well as those of some other government bureaus, contain a storehouse of information that is often of deep interest to sales managers.

For instance, when the Federal Trade Commission first called hearings on the Arden Case, a very complete picture of the distribution of the company and of its sales organizations appeared in these records.

Sometime later in discussing the Blass Case, in which Arden became involved the two department stores, Blass and Holm, over a determination of proportionally equal terms in furnishing demonstrator service, the following interesting facts were brought out.

On the basis of a 9 thousand dollar volume in one store, Arden employed a demonstrator from whom she received half time at $10.00 a week. In the other store, for a volume of approximately 18 thousand dollars, Arden employed a full time demonstrator at $20.00 a week.

It was also stated here that the compensation of demonstrators, varied in amount from 7½ per cent to 18½ per cent of purchases. At this time, Arden was furnishing demonstrator service to less than 10 per cent of its customers.

It kills her to be ignored

The golden nest eggs these 3,000,000 housewives and mothers will lay on the retail counters of America will be worth $11 billion $637 million in 1948:

$ 94,000,000 for Toilet Articles and Preparations
$108,000,000 for Drug Preparations and Sundries
$ 32,000,000 for Opthalmic Products and Orthopedic Appliances
$205,000,000 for Medical and Dental Services
$ 94,000,000 for Personal Services

And you can find all 3,000,000 of them in Woman's Day's basket . . . living where 88% of all retail merchandise is sold . . . and 71% of them beautifully bunched in cities of 10,000 and over. At the lowest page rate per thousand of any women's service magazine, Woman's Day enjoys the greatest single copy sale (100%) of any magazine in existence! Other indications of vital editorial interest are **(1)** Woman's Day has received, in a single year, more than 600,000 reader letters and more than 700,000 requests (without advertising inducement) for instructions. **(2)** Woman's Day boasts the greatest percentage of housewives and mothers of any women's service magazine. **(3)** Woman's Day attracts the greatest concentration of price-conscious, economy-minded women in these United States. Advertisers who count costs court women who count pennies.

FOUND MONEY—Extravagance is no index of a prospect's worth. To the contrary . . . women who stoop to conquer the rising cost of living are your best prospects, today and tomorrow! The readers of Woman's Day find millions to spare for the products you advertise thanks to the "How To" editorial policy of this publication. When women take care of their pennies, you'll find your dollars take care of themselves. Found money is sound money.

THE A&P MAGAZINE

because buying is a woman's business:

a *Woman's Day* is never done *selling!*

Cosmetic Sales

Sales for 1947 in cosmetics show a slight decline from the record high reached by the industry in 1946. As compiled by BEAUTY FASHION, estimates for the year indicate a decrease of 4.6 per cent with the volume of approximately $813,000,000 as compared with the 1946 total of $852,974,000.

On the basis of the $813,000,000 total for 1947, sales of creams amounted to some $90,000,000; perfumes, colognes and toilet water to $86,100,000; face powder $71,600,000; lipstick $27,800,000; and manicure preparations $22,100,000.

The figures of the Toilet Goods Association in its estimation of the total sales for 1947 show a decline as compared with the sales of the previous year with a decrease of 2.6 per cent. Sales for the last ten years as estimated by the Toilet Goods Association were: 1938, $366,100,000; 1939, $387,600,000; 1940, $400,000,000; 1941, $419,600,000; 1942, $439,600,000; 1943, $461,000,000; 1944, $546,300,000; 1945, $659,900,000; 1946, $699,600,000; $947, $682,100,000.

Keep Your Hat On

Contrary to popular opinion, men's hats are apt to cost more than the bewildering pent-house creations with which the ladies so often baffle the opposite sex.

A well-known bon-vivant of the cosmetic business, who is well-known, among other things, for the exactitude with which he mixes a salad dressing, claims that a careful record kept during 1947 shows that in addition to his original investment, his hat cost him exactly $122.00 for the year.

His theory is that if men were to abandon the drab and conventional headgear of the male sex and would turn to such sources as Lilly Dache, Hattie Carnegie or John-Frederics for their chapeaus, they would be justified in retaining this top-side attraction during dinning and dancing in the night clubs, and could well afford to pay the much higher cost of the original investment.

As proof that this is not an exaggerated statement, Senator Morritt of New York State, in proposing an increased tax on hat checking, states that this is a $250,000,000 business a year. He cites a recent court case in which a chain of 12 restaurants showed an income from the check room of $7,000 a week.

As a matter of casual interest, we turned this over to our statistical department. We have just received a report, including a bill for repairs on the adding machine, which states that salesmen and sales executives in the drug and cosmetic industry invest at least one million dollars a year in order to adorn their heads.

Electric Razor Accessories

The electric razor so far has failed to build a market for a number of accessory products as is usual with a new and drastic innovation of this sort. This isn't because accessory products are not needed. The electric razor has created its own particular problems in shaving which call loudly for cosmetics which would help ameliorate these new conditions. Any user of an electric razor knows the difficulty and unpleasantness of using this razor when there is perspiration on the face. There has been some problem too with certain types of skin from the increasing speed which is being given to the motor and the revolving blades.

There are three products or three types of products on the market for use with the electric razor to help take care of these conditions. So far as we know, none of them has obtained a volume of any consequence among electric razor users. One of the products is a liquid solution largely alcohol. The second is in the form of a stick, but is a powder which can be applied to the face, and the third, "Dapper," a powder, appears more nearly to meet these requirements.

New Nail Enamel Companies

One of the interesting developments in cosmetics during the last year is the number of small local companies that are starting up and the success that some of these companies are making. This seems most evident in the toughest part of the cosmetic business, that is nail enamel.

The nail enamel business is a puzzling part of the cosmetic industry. It is one of the most important of all cosmetic products from the viewpoint of dollars, from the size of the consumer market, and also from the viewpoint that it is a key strategic product in the fashion as well as the make-up section of the industry. Yet in spite of these advantages, there are a very limited number of manufacturers who have obtained any real degree of trade or consumer recognition.

For some reason the potent cosmetic manufacturers who are established with a fashion reputation and who have won a place in that other cosmetic product, the lipstick, which goes hand-in-hand in the trade and in the consumers' mind with nail enamel, have a complex about breaking into the nail enamel field. They feel, and perhaps for some not-yet-explained reason they are right, that while the consumers will divide their loyalty over many brands in the lipstick field, they will confine their loyalty to relatively few brands of nail enamel.

Some new small enterprises seem to be proving that this is not entirely true. These companies run by young men, in a few cases boys recently out of the service, are operating in a very concentrated area with extremely close attention to this limited area. There even seems to be an acquaintance in this group, a passive agreement not to invade each other's territory.

One of the best examples is a company operated by two young men who have been working in the Bronx section of New York City for a little over a year. This company is said to have sold over 2000 drug stores. These stores are given the most intense kind of service. Salesmen contact them nearly every week. The druggist is given an attractive display stand which contains a full range of nail polish shades. Inducements are given to the druggist to keep this display stand on the counter near the cash register, and the salesmen personally see that this stand is kept full and that an adequate supply, with minimum inventory, is always on hand. This same method of local concentration and intimate service is being applied in a few other cities. If the sales volume as estimated in purchases of bulk material were translated to a national basis, any one of these companies would show up as a substantial national organization.

Gift Soap

This is certainly going to be a very active year in packaging for perfume and cosmetic manufacturers. After an almost static condition for five years, in which very few package changes have been made, these manufacturers are now faced with the blunt verdict of last year that the public wants something different and that retailers are hollering their heads off for new packages and new promotions.

Not for many years has a new idea or a new package that clicks shown opportunities for such proportionate

with a new look . . .

and a new lock . . .

SCOVILL offers your sales a leap-year lift

For your information, Lady Consumer is using a new non-squash Scovill lipstick container and a Scovill compact whose embossed cover carries no less than seven colors.

*Have Us Tell You About Recent Scovill Developments**

such as—a new type of lipstick container with a positive locking device *that is practically invisible* . . . new means of achieving intricate designs (spiral, quilted effects, for example) *mechanically and at reasonable cost* . . . new processes for applying *unusual and multi-color finishes* on embossed designs . . . new methods of applying colors to *a variety of materials,* inviting the development of designs that are applicable to an entire line of cosmetics. It is for such highly-regarded reasons that

the majority of the brands in leading stores have SCOVILL-MADE containers

*May our representative have the privilege of consulting with you about your requirements. Just phone or write . . . SCOVILL MANUFACTURING COMPANY, Drug and Cosmetic Container Division, 63 Mill Street, Waterbury 91, Connecticut.

rewards. Some of these new ideas or new packages are bginning to come out of hiding, and they certainly show that the ingenuity and imagination, for which this industry has always been famous, has not been lost during the previous limitations of new package ventures during the five years of the war. In just one instance, a small, new company, Corona Soap Crafters, is entering the high priced, toilet soap business, certainly a highly competitive part of this field. with a new packaging idea that is receiving enthusiastic welcome from retailers.

Basically, this package is a series of gift boxes each containing three cakes of soap and each directed toward a gift occasion, such as Birthday, Easter, Valentine's Day, Going Away, etc. The three cakes of soap lie flat in th, box and have a beautifully executed embossed design which makes a composite picture unit of the three cakes. This is new in soap making and a patent has been granted for this type of design. The inside cover of the boxes is designed as an extremely attractive greeting card with space where a personal message can be written.

The company, which plans making deliveries in March, has organized the series of boxes for gift occasions, not only to provide a promotion for the main gift days, but through birthdays, weddings, hospital gifts, summer vacations etc. to provide a group of boxes which can be displayed as seasonal every month in the year.

Sisters Over the Skin

The lipstick has been called a symbol of civilization. Certainly it would seem to indicate a high development in the social graces, in social intercourse and in an income permitting the enjoyment of these aspects of civilization. During the war many stories were told where in monents of terror, dispair or just plain misery, women reached first for their lipsticks.

We were also told, during the war, that one of the most useful products for barter was the lipstick. In South Sea Islands, in Africa where air trails and air fields were an American responsibility, and particularly in North Africa where it was necessary to find a commodity enough in demand to make work worthwhile for Arab, Berber, et al., the lipstick was a supreme inducer.

The lipstick, symbol of civilization as it may be, must surely be accepted as the number one symbol which expresses to more primitive people the culture of the rich and powerful nations.

Lipstick's fashion counterpart—nail enamel—has had little publicity for its world-wide feminine appeal or for the part it plays in permitting an Ubangi lady, for instance, to demonstrate her social superiority to her neighbors and her familiarity with the world of fashion.

No American nurse, immediately after rescue from a torpedoed ship or a bombed and burning building reached first, before thanking her rescuers, for a nail enamel bottle (as she did for a lipstick), in more than one authentic news story. Nor was nail enamel, so far as we know, included among official products for barter as was the lipstick.

But we do know that our exports of nail enamel in bottle and bulk have been enormous. Probably these exports have equalled the huge volume of domestic consumption. They include every country.

Now in a newspaper report we find Monsanto Chemical credited with the intelligence that African ladies are wearing rubber jar rings as bracelets, and that the ladies of this part of the world who use nail polish include 79 per cent of adult women.

Not as a comparison of civilization, but merely of passing interest, we examined those expert reports on consumer purchasing by the Milwaukee Journal, the Evening Bulletin of Philadelphia and the St. Louis Globe-Democrat. We find that 66.3 per cent of the Milwaukee ladies use nail enamel, 67.5 per cent of Philadelphia ladies and 60 per cent of the ladies of St. Louis distinguish themselves in this way.

Tawn Kit

One of the most effective and attractive packages in the men's toiletries field is the travelling kit, Tawn, made by McKesson & Robbins. This is a water-proof, folding, plastic kit which contains in miniature size containers just about everything a man could ever want to use for comfort and good grooming, even on an extended trip.

Enclosed in this folding kit, which takes surprisingly little room, are cologne deodorant, after-shaving lotion, brushless shave. hair dressing, shampoo, talc, Calox tooth powder, Gillette Pech razor, two Gillette blue blades, Dr. West tooth brush, plastic comb and as a final touch for that possible morning after, Axar tablets.

Cooperative Advertising

There seems to be a new interest in the trade in cooperative advertising judging by the many inquires that come into this office regarding some phase of cooperative advertising,—that is methods of administration, general practices, usual terms, etc.

The war years provided a very rough period for the sincere believers in cooperative advertising. Shortage of newspaper space, combined with an overwhelming demand from many new companies which sought to establish quickly a position in the trade by combining their name with certain famous stores, tended to develop in the retailer's mind a rather callous outlook toward cooperative advertising.

As a result, many retailers who felt that they were in the driver's seat in this form of advertising, have made exorbitant demands and in many cases have given their space to the highest bidders rather than to the best merchandise or the best merchandisers. In addition to this the Patman Act has seriously prevented many good merchandisers from working out a program from a sound marketing viewpoint.

There is some clearing in the situation in relations between manufacturer and store. Many of the enthusiastic bidders, who were new on the scene, have retired to obscurity or are no longer with us. The retailer also has eliminated many lines which provided them with lusty headaches during this last year, and with this elimination have closed the avenue for many approaches on cooperative deals.

As these conditions return toward normal there must be a very definite realization by the retailer that a deep and complete mutual interest must exist between the retailer and the manufacturer involved in a cooperative advertising agreement. Then the manufacturers who have established a substantial and recognized position will more and more return to an intelligent use of cooperative advertising.

Very few manufacturers in the cosmetic and perfume part of the industry fail to recognize the enormous strategic advantages in properly handled cooperative advertising. This means a cooperative effort on the part of the store to share mutually in the cost of a promotion for mutual sales and financial benefits, and to make available to the manufacturer at the time the advertising appears an efficient and enthusiastic coordination of the stores' selling ability.

Why

A PLASKON MOLDING MATERIAL IS USED FOR THIS POPULAR DRUG TRADE ITEM

Outstanding Design

and sales-making appeal are assured with

PLASKON MOLDED COLOR

These well-known cosmetic containers are molded by Norton Laboratories, Lockport, New York

So chic . . . so cherished . . . these attractive cosmetic containers of glowing Plaskon Molded Color! • The feminine eye is caught by their smart tones . . . their artistic, distinctive molded designs . . . their smooth, luxurious appearance. • Plaskon thermosetting molding compounds are safe against softening, distorting, or flamability. Molded Plaskon is hard, non-porous, odorless and tasteless. It keeps intact precious odors and aromas in perfumes, powders, oils and creams. It is not affected by alcohol. • There are new merchandising openings for you in Plaskon Molded Color designs created for your special needs. There are production economies in the fast, multiple-production of Plaskon closures and containers. Write for free illustrated book of Plaskon® Molded Color applications.

®Reg. U. S. Pat. Off.

PLASKON

TRADE MARK REGISTERED

MOLDED COLOR

PLASKON DIVISION
LIBBEY • OWENS • FORD GLASS CO.
2110 Sylvan Avenue • Toledo 6, Ohio
Canadian Agent:
Canadian Industries, Ltd., Montreal, P. Q.

NEWS...

Klaussen Names VP of Hooker

Bjarne Klaussen has been promoted to vice-president in charge of production of the Hooker Electrochemical Company, Niagara Falls.

BJARNE KLAUSSEN

Mr. Klaussen is a graduate of the University of Oslo, and has been a member of the Hooker organization since 1916. He has been works manager of the Niagara plant since 1940 and a member of the company's board of directors since 1942.

Riordan Heads Drug & Chemical Club

William A. Riordan, assistant general manager of the Aetna Life Affiliated Companies, has been elected president of the Drug & Chemical Club. Victor W. Williams, of Monsanto Chemical Company was named vice-president; J. E. Evans, president of Great American Insurance Company, is treasurer, and J. P. Remensnyder, of the Heyden Chemical Corp., secretary.

Dr. Krampitz Heads Microbiology Dept.

Recognizing the growing importance of the chemistry, physiology and biology of bacteria and other micro-organisms, both in the cause and cure of disease, Western Reserve University has set up a department of microbiology in the School of Medicine.

Dr. Lester O. Krampitz has been promoted from the position of associate professor of biochemistry to head the new department as professor of microbiology.

Dr. Cori Awarded Medal

Dr. Carl F. Cori, professor of biochemistry in the Washington University School of Medicine, St. Louis, and Nobel prize winner in medicine last year, has been awarded the 1948 Willard Gibbs Medal of the Chicago section of the American Chemical Society.

Monsanto Advancements

R. S. Wobus, manager of the Monsanto Chemical Company plant at Norfolk, Va., has been promoted to the newly created position of assistant to the plant manager of the John F. Queeny plant in St. Louis. Mr. Wobus will be succeeded by James H. Zwemer, who has been assistant plant manager there. Karl Ellington, a supervisor at the Queeny pilot plant, will in turn succeed Mr. Zwemer as assistant plant manager.

Heyden Board Appointments

The election of two new vice-presidents and three new board members of the Heyden Chemical Corporation has been announced by B. R. Armour, president.

Simon Askin and Dr. Ralph N. Lulek were named vice-presidents and were also elected to the board. Clarence Capes, vice-president of the Bank of the Manhattan Company, was the third director named.

With the addition of these new members, the Heyden board is now composed of ten directors, including Mr. Armour, Dr. Robert W. Harris, V. A. Johnston, Dr. Donald B. Keyes, John P. Remensnyder, George B. Schab and Paul Van Der Stricht.

Parenteral Drug Assn. Elections

New officers for the Parenteral Drug Association, Inc., were elected for 1948 at the annual meeting held at the Hotel New Yorker. They are, Dr. Paul A. Naef, Sandoz Chemical Works, Inc., president; Dr. Paul V. Maney, Barlow-Maney Laboratories, Inc., vice-president; John J. Miskel, Rare Chemicals, Inc., secretary; Joseph Ushkow, Endo Products, Inc., treasurer.

New directors elected were Paul de Haen, Ames Company; Dr. Julian R. Reasenberg, Mizzy, Inc.; Theodore A. Blackman, Premo Pharmaceutical Co., Inc.; Sidney Cohen, Laxseed Company.

Donation Keeps Hospital Open

A $25,000 gift from Samuel Rubin, president of Faberge Perfumes, Inc.,

SAMUEL RUBIN

kept the doors of the Sydenham Hospital in New York from closing.

The last-minute donation by Mr. Rubin took the emergency campaign of the hospital over the top for funds needed, directors have announced.

Mr. Rubin, whose son was born at the same hospital twelve years ago, said he felt the responsibility common to all business men to have "a stake in the health of the entire city without regard to race, color or creed."

Sterling Expansion

Sterling Drug, Inc., has made known that it had borrowed from the New York Life Insurance Company the sum of $12,000,000.

In announcing completion of negotiations with New York Life, James Hill, Jr., president said that sales increases during the past few years have been accompanied by increases in accounts receivable. The loan will enable Sterling to pay off its bank debts and provide increased working capital.

At the same time, Mr. Hill disclosed that Sterling's 1947 sales were approximately $130,000,000 the highest in the company's history.

ABSOLUTES

Direct from one of the oldest (A. D. 1812)
and most reliable Houses in Grasse

BRUNO COURT S. A.

we offer you one quality—and one quality only—
of absolutes—the highest—in original containers.

ABSOLUTE CARNATION
CASSIE
CASSIE FROM POMADE
CASTOREUM
CELERY
CISTUS LABDANUM
GENET
IMMORTELLE
JASMIN
JASMIN FROM POMADE
JONQUIL
LILY OF THE VALLEY
MIMOSA
MOSS DECOLORIZED
MOSS BENZOL
MOUSSE DE CHENE
MUGUET
NARCISSUS
ORANGE FLOWER
ORANGE FLOWER FROM POMADE
ORANGE FLOWER FROM WATER
RESEDA
ROSE
ROSE FROM POMADE
BALSAM TOLU DECOLORIZED
TUBEROSE FROM POMADE
VIOLET LEAVES
VIOLET LEAVES DECOLORIZED

NAUGATUCK AROMATICS

DIVISION OF UNITED STATES RUBBER COMPANY
254 FOURTH AVENUE, NEW YORK 10, N. Y. • 14 NORTH FRANKLIN ST., CHICAGO 6, ILL.
LOS ANGELES • TORONTO • MONTREAL
Sole distributors for:
BRUNO COURT, S. A., Grasse, France • C. A. P. P., Casablanca, Morocco

Gust With Chicago Agency

Robert P. Gust, veteran of cosmetic and drug sundry promotion has joined the staff of the C. C. Fogarty Company, Chicago advertising agency, as consultant in marketing and merchandising.

R. P. GUST

As a specialist with 30 years' experience in his field, Gust will be available for those clients of the agency who wish help in problems of manufacturing, production and consumer sales.

Abbott Sets up New Districts

The establishment of three new sales districts and the appointment of six sales representatives to new positions has been announced by Raymond E. Horn, president of Abbott Laboratories.

A new district sales area in Long Beach, Cal., will be managed by L. J. Schlanser. Ben L. Bear, Jr., manager of district 1 and the St. Louis Branch, has been transferred at his request to managership of a third new Abbott sales district in Oakland, Ca'. He is succeeded by Paul G. McGlothing, manager of district 30 and the Denver branch.

Ray O. Vandapool has been promoted to manager of district 30.

A third new sales district has been formed in Western Canada. It will be managed by George J. Bowen.

J. K. Pruitt succeeds the late Fred C. Funk as manager of district 15 with headquarters in Champaign, Ill.

Norman Jones Joins Fritzsche

Norman Jones, for the past five years manager for Elizabeth Arden of Canada, Ltd., has became affiliated with the sales staff of Fritzsche Brothers, Inc.

Since his graduation from the Ontario College of Pharmacy and prior to the time he was with Arden, Mr. Jones was identified with department store sales and merchandising, particularly of pharmaceuticals, perfumes and cosmetics.

Drug and Cosmetic Heads Named to Jewish Appeal Campaign

Well-known figures in the drug and cosmetic field have been named to the Drug and Cosmetic Division of the 250 million United Jewish Appeal campaign by Nate Shapero, president of Cunningham Drug Stores, division chairman.

I. E. Bander of McKesson & Robbins was among those placed on the committee, which will enlist the support of manufacturers, distributors and retail druggists throughout the country for overseas relief and rehabilitation for Palestine.

Devlin Joins Continental Can

John S. Devlin, formerly with the War Assets Administration and before that operations engineer in the Far East for the Standard-Vacuum Oil Company, has been appointed product sales manager for steel containers, Continental Can Company. His headquarters will be in New York.

J. S. DEVLIN

Dr. Wells Gets New Winthrop-Stearns Post

Dr. Eugene Wells, formerly director of chemical and biological control of Frederick Stearns & Co. Division, Sterling Drug, Inc., has been named assistant director of control, Winthrop-Stearns, Inc., in charge of the Myerstown plant under Dr. Harold L. Hansen, vice-president in charge of control in Rensselaer, N. Y.

Dr. Wells was a member of the chemical section of the drug division of the F.D.A. from 1939 to March 1945 when he became associated with Stearns.

S. F. K. Awarded Damages

The U. S. District Court for the Northern District of Illinois has entered an order under which National Drug Laboratories, Inc., and Jules Press, both of Chicago, paid damages of $7500 and court costs to Smith, Kline & French Laboratories.

The Courts order terminated an action brought by the Philadelphia firm charging National Drug Laboratories, Inc., and Jules Press, with contempt of court for violation of an injunction. The injunction originally issued in a suit brought by SKF against National Laboratories and Jules Press, for infringement of SKF's patent on amphetamine sulfate. The suit also included a charge of unfair competition involving imitation of "Benzadrine" Sulfate Tablets.

Dr. S. R. Bose, Professor of Botany at Carmichael Medical College, Calcutta, shown arriving at New York. With him is William M. Bristol, Jr., Bristol-Myers Co., (right) and Dr. A. R. Menotti, director of research of Bristol Laboratories, Inc.

B.M.A. Opposes Labor's Medical Program

Eighty-six per cent of England's medical practitioners, specialists and consultants have voted to reject the universal free medical service scheme scheduled to take effect July 5. There is no indication that the Government, fortified by two strong indorsements from Parliament, intends to alter the Health Service Act, or to postpone its effective date.

While more than forty thousand physicians oppose the act, more than fifteen thousand of them do not feel so strongly about it as to refuse to serve under it, however unwilling. Leading doctors object to the plan as a step toward making them "salaried civil servants."

The new service, which would in effect nationalize the practice of medicine, provides a basic salary of three hundred pounds (twelve hundred dollars) a year for each participating doctor and pays about fifteen shillings (three dollars) a year for each potential patient registered with him. Both employers and employees will make compulsory weekly contributions for the service and every man, woman and child will be eligible for treatment.

The British Medical Association did not say what steps will be taken beyond a further organization meeting in March. It advises, however, that the medical profession enter into no contract under the act in its present form.

The challenge to this form of socialized medicine is made by the profession a little late for its effective veto, although the doctors' vote may seem to jeopardize the workability of the plan. The horse is gone there, and the barn door is still wide open here.

Changes in Merck & Co. Ltd.

Several organizational changes have been announced by the directors of Merck & Co., Ltd., Montreal, Canada. George W. Merck, formerly president, was elected chairman of the board; Robert I. Hendershott was advanced from vice-president and managing director to president; and W. B. Van Alstyne, Jr. was elected to the newly created post of vice-president and general manager.

J. L. Shannon was appointed assistant secretary, and Philip Noble was named an assistant treasurer.

The directors approved the addition of three new buildings to the company's plant in Vallyfield, Quebec, where streptomycin is being made.

New Atomic Energy Lab.

The Atomic Energy Commission and the Monsanto Chemical Company, have announced that the company will operate for the Commission the New Mound Laboratory at Miamisburg, Ohio.

Dr. C. A. Hochwalt, vice-president of Monsanto will direct the laboratory.

Dr. D. K. Kitchen, medical director of Bristol Labs., Inc., and Dr. Charles R. Rein, New York enplaning for Haiti, for the purpose of continuing clinical research efforts in tropical diseases.

Advanced Cosmetics Elects Officers

At a meeting of the board of directors of Advanced Cosmetics, Inc., Long Island City, N. Y., the following officers were elected: James McManus, president; Victor E. Hovell, vice-president; and Charles Bock, treasurer. Joseph Kalish has been made production manager and chief chemist.

J. McMANUS

JOSEPH KALISH

Wm. J. Strange Co. Opens California Plant

Wm. J. Strange Co. recently announced the opening of a branch manufacturing and distributing plant in Oakland, California. The expansion of food processing operations in the west, and transportation uncertainties, made the opening of a branch plant in this area desirable. The coastal area is serviced through four company sales representatives: C. A. Wood, West Coast manager, Bruce Darling, H. A. Wedin and John Terry.

Chemists Elect Treasurer

Robert V. Mellefont of Washington has been elected the first full time treasurer of the American Chemical Society. His office will be in Washington, D. C.

Penicillin Worthy of Your Label

Are you a drug or pharmaceutical company desiring a dependable source of Penicillin in vials and cartridges under your private label, or in bulk for processing into various dosage forms? If so, you will find this message of particular interest.

We are currently producing all the popular types and package sizes of Penicillin. We are able to meet the most exacting specification of the pharmaceutical manufacturing industry. Since we do NOT manufacture Penicillin under the Baker label for domestic sale, we would not be competing with you.

FIVE TYPES AVAILABLE

1. Penicillin G. Sodium Crystalline in vials and bulk containers.
2. Penicillin in Oil and Wax (Calcium Amorphous, Sodium Crystalline and Potassium Crystalline) in cartridges, vials and bulk containers to meet specifications.
3. Penicillin Amorphous Sodium in vials.
4. Penicillin Amorphous Calcium in bulk containers.
5. Penicillin G. Potassium Crystalline in vials and bulk containers.

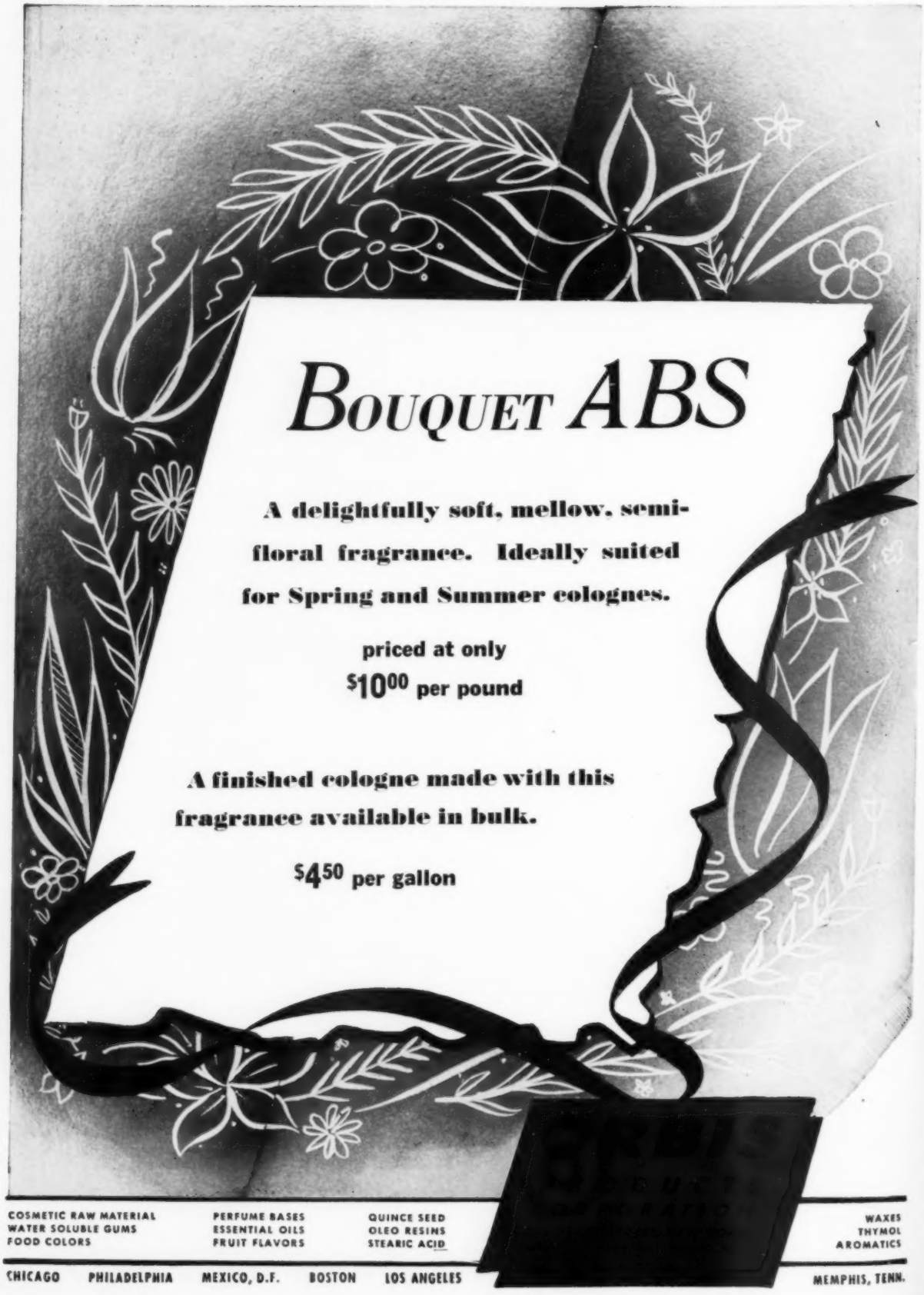
Standard vials contain 100,000, 200,000, 500,000 and one million units. Bulk packages contain 50, 100, and 500 million, and one billion units.

Your company may lack Penicillin plant facilities, and yet you may need to be sure of an adequate supply of one or more types of Penicillin. Our company, known for its chemical precision for nearly half a century, can answer this need.

Inquiries are invited. Address: *Fine Chemical Division*, J. T. Baker Chemical Co., Phillipsburg, New Jersey.

Baker's Chemicals

C. P. ANALYZED • FINE • INDUSTRIAL



BOUQUET ABS

A delightfully soft, mellow, semi-floral fragrance. Ideally suited for Spring and Summer colognes.

priced at only
$10.00 per pound

A finished cologne made with this fragrance available in bulk.

$4.50 per gallon

COSMETIC RAW MATERIAL
WATER SOLUBLE GUMS
FOOD COLORS

PERFUME BASES
ESSENTIAL OILS
FRUIT FLAVORS

QUINCE SEED
OLEO RESINS
STEARIC ACID

WAXES
THYMOL
AROMATICS

CHICAGO PHILADELPHIA MEXICO, D.F. BOSTON LOS ANGELES MEMPHIS, TENN.

Bonfoey Named to Middle West Post

Kathryn, Inc., announced the appointment of Laurence L. Bonfoey, as its middle western district supervisor.

Mr. Bonfoey was formerly associated

L. BONFOEY

with the Monroe Chemical Company as general sales manager and later connected with Dorothy Perkins as sales promotion manager.

Amer. Society of Perfumers Elections

The first annual meeting of the American Society of Perfumers was held January 21, at the Advertising Club, New York and the following officers were reelected: President, Wm. H. Dunney, Sr., Ungerer & Co., Inc.; vice-president, Dr. A. T. Frascati, Firmenich & Co., Inc.; secretary, Wm. H. Barlow, Orbis Products Corp.; treasurer, R. B. Houk, Dodge & Olcott, Inc.

To the executive committee were elected: George J. Tombak, E. I. du Pont de Nemours & Co., Inc.; Joseph Balsam, Givaudan-Delawanna, Inc.; Fred W. Fielding, S. B. Penick & Co., and Basil A. Pegushin, Schimmel & Co., Inc.

Dr. Harvill Named Research Director

Dr. Edward K. Harvill has been appointed director of research, development and control for Ernst Bischoff Company, Ivoryton, Conn.

William J. Priestley Made Director

Fred H. Haggerson, president of United Carbide and Carbon Corporation, has announced that William J. Priestley has been made a director of the corporation. Mr. Priestley has been with the organization since 1923, and has been a vice-president in charge of the Alloys and Metals Division since 1945.

Schering Field Staff Increased

The addition of fourteen new representatives to Shering Professional Service Staff has been announced by the Schering Corporation of Bloomfield and Union, N. J. These specially trained men are a part of the present Schering policy of expansion.

Robert Emmett Desmond Retires

Robert Emmett Desmond, who, for the past seventeen years has been manager of the San Francisco branch of George Lueders and Company, Inc., retired on March 1st. His successor will be Paul L. Cooley.

Drake Gets Hillebrand Prize

Professor Nathan L. Drake, chairman of the department of chemistry in the University of Maryland, and head of the research group which synthesized the two best antimalarial drugs developed during the war, has been awarded the 1948 Hillebrand Prize of the Chemical Society of Washington, D. C. The two drugs which proved most successful were chloroquin and pentaquin, numbered SN-7618 and SN-13276 respectively. The Hillebrand Prize, awarded in honor of William Francis Hillebrand, chief chemist of the National Bureau of Standards from 1908 to 1925, is given each year to a member of the Washington section who has made a notable contribution to chemistry during the three preceding years.

E. C. Speiden Retires

Eben C. Speiden, senior vice-president and works manager of the Isco

EBEN SPEIDEN

Chemical division, Innis, Speiden & Company, has retired from active duty as works manager at Niagara Falls, it has been announced by company president, W. H. Sheffield. He will continue to be associated with the company however.

Dr. E. T. Ladd, general superintendent and chief chemist of the Isco chemical division, has been appointed

DR. LADD

to fill the vacancy created by Mr. Speiden's retirement.

Lowthian Joins Mixing Equipment

Edwin D. Lowthian has joined the Mixing Equipment Company, Inc., Rochester, N. Y., as senior process engineer.

Mr. Lowthian for five years was associated with the Chemical Warfare Service, and before the war was employed by the E. I. du Pont de Nemours Company's engineering division.

A graduate of Johns Hopkins University in chemical engineering, he joins The Mixing Equipment Company directly from the American Cyanamid Company's process engineering section.

Miss Velie Rep. for Nina, Inc.

Produits Nina announces the appointment of Miss Florence Velie as its West Coast representative.

Adolph Schwarz Visiting Here

Adolph Schwarz, president of N. V. Polak & Schwarz, Essence Farbricken, Holland, has been in the U. S. for the past three months visiting the American company, Polak & Schwarz, Inc.

This is Mr. Schwarz's second trip here since the war. While he is here he will discuss expansion of the company including plans for building a new factory and opening additional offices and addition of new personnel.

While on this trip Mr. Schwarz is accompanied by his wife and daughter, who has announced her engagement to R. Vanderpol, now a student at Boston University.

Columbia

Sodium Bicarbonate U.S.P.

PITTSBURGH PLATE GLASS COMPANY
COLUMBIA CHEMICAL DIVISION
FIFTH AVENUE AT BELLEFIELD · PITTSBURGH 13, PA.

Chicago • Boston • Cleveland • New York
Cincinnati • St. Louis • Minneapolis
Philadelphia • Charlotte • San Francisco

Conforming in every respect to U. S. P. standards and the requirements of drug and cosmetic manufacture. Powdered or granular forms, uniform in particle size.

COLUMBIA CHEMICALS

PAINT · GLASS · CHEMICALS · BRUSHES · PLASTICS

PITTSBURGH PLATE GLASS COMPANY

Morris Named Package Sales Director

Edmund W. Morris has been appointed director of package sales of William Peterman, Inc., manufacturers of insecticides.

E. W. MORRIS

Mr. Morris served during the war with the Signal Corps and Air Corps, seeing service in the ETO, being discharged with the rank of Captain.

Wilson Heads Sales in East

O. B. Wilson has been named industrial manager for the Eastern sales region of the Brown Instrument division of Minneapolis-Honeywell Regulator Company.

Corrosion Engineers Meet

The 1948 conference and exhibition sponsored by the National Association of Corrosion Engineers will be held April 5-8, at the Hotel Jefferson, St. Louis. The four day session will include an extensive technical program.

Matthieu, New Dreyer Rep.

N. Cay Matthieu has been appointed representative in the Ohio, Michigan, and Western Pennsylvania territory by P. R. Dreyer, Inc.

Cook Elected Head of Hall & Ruckel

William M. Cook, Jr., has been elected president of Hall & Ruckel, Inc. He had previously been sales manager of the toilet goods firm.

Gertrude Bailey With Monsanto

Monsanto Chemical Company has announced that Gertrude Bailey has joined the staff of the department of industrial and public relations.

Miss Bailey will be the department's New York representative with headquarters at 445 Park Ave. A native of Detroit, Miss Bailey formerly was with the William Esty Advertising Company. Prior to that she was woman's page editor of the NewYork World-Telegram.

Dr. Berberian Promoted by Sterling

Dicran A. Berberian, M.D., formerly of the American University of Beirut, Lebanon, is now senior investigator in the department of chemotherapy of the Sterling-Winthrop Research Institute, Rensselaer, N. Y.

Dr. Berberian is also an ass'stant professor of medicine at the Albany Medical School, where he is lecturing on treatment of tropical diseases. While in Lebanon, Dr. Berberian helped to prove the value of the new drug Aralen, which is a recent discovery in the treatment of malaria.

Sales conference of Wyeth, Inc., held at Split Rock Lodge, White Haven, Pa. Shown from left to right, bottom row: D. J. Withington; F. F. Law; Stuart V. Smith; H. S. Howard; H. W. Blades; H. F. Aubuchon. Middle row: Art Gallagher; I. R. Swersky; Fred R. Multaler; W. H. Westphal; H. D. Pilchard; L. B. Hardy; Charles Buechner; Andy Clark; E. V. Scott; Carlos Vales. Top row: Wes Gilman; John McClave; Win McMahon; George Carter; Richard Roley; Frank Bowman; Maurice Clancy; Werner Voigt; Frank Garvin and R. H. Hodgman.

Titus Named Gen. Mgr.

Roy V. Titus, son of Helena Rubinstein has been appointed general manager of the House of Gourielli, replacing Harris Whitaker, who has resigned.

RAY TITUS

Mr. Titus is executive vice-president of Helena Rubinstein, Inc.

NWDA Meeting

The National Wholesale Druggists Association holds its meeting at the Biltmore Hotel in Palm Beach, April 3-8.

Dr. Bullard Heads Norwich Research

Dr. Ralph H. Bullard, professor of chemistry at Hobart and William Smith College, has been granted a two-year leave of absence to become director of research at the Norwich Pharmacal Company.

Dr. Bullard has been acting as research consultant for the concern since his return to the faculty of the colleges from serving as technical aide to the director of the Naval Research Laboratory at Anacostia, D. C.

APMA Havana Convention

The American Pharmaceutical Manufacturers Association is holding its Annual Convention at the Hotel Nacional de Cuba, Havana, from April 12-14.

Stowe, Speaker at DCAT Dinner

Leland Stowe, noted foreign correspondent, addressed the 22nd annual dinner of the Drug, Chemical and Allied Trades Section of the New York Board of Trade held at the Waldorf-Astoria, on March 11.

ADMA Meeting

The American Drug Manufacturers Association will hold its convention at the Mt. Washington Hotel, Bretton Woods, New Hampshire, June 7-10, president John S. Zinsser has announced.

Sharp & Dohme Appointments

The appointment of Dr. Dudley P. Glick, manager of the standardization department of Sharp & Dohme, Inc., to the position of director of biological control has been announced.

DR. GLICK

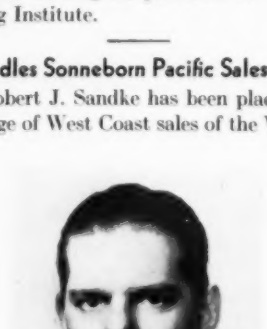
At the same time it was made known that Willis W. Frankhouser was made assistant director of biological control and Carl Newman was appointed manager of the standardization department.

Packaging Meeting

A joint luncheon of the Technical committee with the standards and practices committee of the Packaging Institute will be held on April 28, at the Hotel Cleveland, Cleveland. The meeting is open to all packaging men who are interested in the technical phases of packaging it has been announced by Mason T. Rogers, president of Packaging Institute.

Handles Sonneborn Pacific Sales

Robert J. Sandke has been placed in charge of West Coast sales of the White



R. J. SANDKE

Oil & Petrolatum division of L. Sonneborn Sons, Inc.

Mr. Sandke has been associated with the Sonneborn firm for 18 years.

Drug Products Co. Acquires Amer. Druggist Syndicate

Joseph H. Moss, president of The Drug Products Company, Inc., Passaic, N. J., has announced that The Drug Products Company has acquired all of the assets of The American Druggists Syndicate, Inc., N. Y., and will be a division of The Drug Products Company, Inc.

New Cardinal Showrooms

Cardinal Parfums, Inc., and the House of Croydon, Inc., have opened showrooms and sales offices at 366 Fifth Ave., New York. The company's new modern plant is now located at 241 Hudson St., Hackensack, N. J.

Culver of Rexall Resigns

Gordon S. Culver, for the last three years vice-president in charge of marketing for the Rexall Drug Company, has resigned to accept the presidency of the Richards-Wilcox Manufacturing Company of Aurora, Ill. As president of the Richards-Wilcox Company, Mr. Culver succeeds his father-in-law, William H. Fitch, who recently died.

New Chiris Salesman

Frederick E. Shoninger, sales manager for Antoine Chiris, Inc., has announced the appointment of Andre Pissarro as salesman for the company. Mr. Pissarro is a native of Paris, France.

New Date for Chemists Meeting

The date of the annual meeting of the American Institute of Chemists has been changed from May 8 to Friday May 7, it has been announced. The change was made to enable the New York section of the American Chemical Society to meet jointly at the Institute's Silver Anniversary at the Waldorf-Astoria. At that time, the Institute will present its gold medal to Dr. Charles Allen Thomas, president of the American Chemical Society.

Lautier, Inc. in New Site

Lautier Fils, Inc., has announced the occupation of its own building for offices and laboratories at 321 5th Ave., New York.

New Quarters for Firmenich

New headquarters have been established in a modern 5-story building at 250 W. 18th St., New York, by Firmenich & Company.

Dr. Burley Succeeds Ostlund

Dr. Orin E. Burley, professor of marketing at the Wharton School of Finance and Commerce of the University of Pennsylvania, has been appointed director of the statistical section of the

DR. BURLEY

National Wholesale Druggists' Association. He succeeds professor H. J. Ostlund of the University of Minnesota, who has served in that capacity for nearly twenty years.

Biallo Joins Danco

Gerard J. Danco, Inc., has made it known that Thomas M. Biallo has joined its sales staff and will call on the trade in the Metropolitan district.

Mr. Biallo was born in Belgium and was an officer in the R.A.F. from 1942 to 1945.

Drew Named Asst. Ad. Mgr.

Wallace T. Drew has joined Bristol-Myers, as assistant advertising manager. Mr. Drew served for nearly four years with the Engineer Corps, U. S.

W. T. DREW

Army.

Prior to joining Bristol-Myers, he was assistant advertising manager of a New York pharmacal house.

ADVERTISEMENT—*This entire page is a paid advertisement* *Prepared Monthly by U. S. Industrial Chemicals, Inc.*

U.S.I. CHEMICAL NEWS

March ★ A Monthly Series for Chemists and Executives of the Solvents and Chemical Consuming Industries ★ 1948

Billion Dollar Savings Seen With New Insecticide

Pyrenone-type Insecticides To Cut Huge Food Losses

Total food production losses amounting to more than $1,000,000,000 a year can be prevented and most of the present food shortages can be made up through large-scale use of a new pest control chemical now available in commercial quantities, it was revealed recently. The new insecticide, named Pyrenone (reg. trade mark), includes a wide group of insecticide concentrates obtained by combining either piperonyl cyclonene or piperonyl butoxide with pyrethrum.

Complete Safety

Pyrenone concentrates can be used with complete freedom where food is handled. They combine quick knockdown power and high mortality to insects with complete safety to a greater degree than has been considered possible heretofore. Tests have shown that these compounds have an amazing lack of toxicity to warm-blooded animals, even at dosage far above any which are ever used in the most rigid toxicological tests. Even subcutaneous injections of massive dosages have been tolerated without inconvenience.

Large Economic Gains

Gains of as much as 9 times the cost of the product, and frequently 25 times its cost have been observed during an analysis of the applications of Pyrenones to grain bins, growing foods, feeds of animals or even directly on animals.

MORE

Low-Cost, High-Phthalic Resin Is Now Available In Quantity

New Aroplaz 1379-2 Useful in Wide Range of Air-Dry and Low-Temperature Baking Finishes

In response to current demands for quantity-shipments of a low-cost, high-phthalic content resin, U.S.I. is now offering its new Aroplaz 1379-2. Manufacturers will find this resin suited for use in many types of air-dry and low-temperature baking finishes. Aroplaz 1379-2 is available in quantity for prompt shipment, despite its relatively high phthalic anhydride content (33 per cent).

Wide Use Range

As versatile as it is economical, Aroplaz 1379-2 is designed to provide top performance in toy enamels, hardware and machinery finishes, industrial metal primers, and farm implement enamels. It is also used for primers, surfacers and finish coats for wood, automotive chassis enamels, and as a general utility vehicle. The resin is suitable for most air-dry or low-temperature baking finishes for application by brush, spray, dip, or roller coat. Such finishes will air-dry overnight or

MORE

HIGH TOT RESISTANCE — and high resistance to industrial wear-and-tear, too, can be obtained with finishes based on Aroplaz 1379-2. It's a versatile resin with a phthalic content that assures top performance in products ranging from toy enamels to machinery finishes.

Tube Heats and Cools Air at the Same Time

The "vortex tube" which blows hot and cold at the same time is an enigma even to the scientists who developed it at the research laboratories of a prominent American company.

In operation, compressed air is passed into a nozzle tangentially mounted to the end of the pipe. As the stream of air enters the pipe, it strikes a small metal flange, or spiral, mounted inside of the pipe. This spiral starts the air whirling in a circular fashion within the pipe, and also tends to move the air through the pipe.

Air drawn from the axis of the other end of the pipe is cold, while air drawn from the outer edge of the "vortex tube" is hot. Believe it or not, there is no auxiliary heating or cooling equipment used.

Free Folder Available

For busy executives, U.S.I. has proposed a six-page folder entitled, "Products of U.S.I." which lists U.S.I.'s complete line of chemicals, solvents, and resins. A brief description of the product accompanies each listing. Copies may be obtained by writing the editor of Chemical News, 60 E. 42nd St., N. Y. C.

THE AMERICAN HYDROCARBON SYNTHESIS: III

Hydrocarbon Synthesis Vast Improvement Over German Fischer-Tropsch Process

American engineering has made economically possible a new source of liquid fuels and chemicals. German skill must be credited with the inception and chemical development of the synthesis of hydrocarbon fuels, but American technology has been necessary to enable the process to take a place in a competitive economy. The German plants were costly, complicated and prodigal in use of operating manpower. The photographer's art and pages of detailed description would be necessary to present the panorama of piping and equipment in such a plant. Let it suffice to point out that one plant with an installed capacity of 1500 barrels per day of total product had 11 gas separation units covering 2½ acres of land and in addition:

- Four parallel sets of hydrogen sulfide removal towers each 30 feet high by 35 feet diameter.
- Five parallel sets of organic sulphur removal towers 30 feet high and 12 feet in diameter.
- One hundred Fischer-Tropsch reactors, each 8 x 10 by 15 feet in size.
- Two absorption systems with seven towers.
- Two stabilization systems.
- Two distillation plants.

Intricate Synthesis Chamber

The synthesis chamber, the heart of the Fischer-Tropsch plant, was particularly intricate. A stationary catalyst was employed and the chamber had to be designed to bring the synthesis gas mixture of hydrogen and carbon monoxide in contact with this catalyst and to remove the high heat of reaction, about 7,000 B.T.U. per pound of product. Each chamber consisted of an array of metal fins, slightly more than a quarter inch apart, with cooling water tubes running transversely through them. Heat removal dictated the construction, but the construction was no help in the charging and removal of catalyst or in keeping down equipment cost. Even with this construction "hot spots" developed with tube or unit replacement resulting.

MORE

Methionine Claimed Antidote to Metal Poisoning in Plants

According to observations recorded in a recent scientific paper, plants receiving too much barium from the soil are poisoned, and their growth is halted. An antidote to this condition is claimed to be methionine, one of the amino acids vital to the growth and repair of animal tissue. Although plants are essentially mineral eaters, they can utilize methionine, an organic compound, when it is added to nutrient solutions, the author claims. DL-Methionine is now available in quantity at low cost.

ADVERTISEMENT—*This entire page is a paid advertisement*

March ★ **U.S.I. CHEMICAL NEWS** ★ 1943

CONTINUED New Insecticide

U.S.I. pyrenone concentrates are sold only to insecticide manufacturers. Pyrenone-type insecticides will be made available for grain insect control by these manufacturers. Use directly in contact with foods is possible because of the lack of toxicity.

Pyrenones have been proved effective against flour beetles, the cadelle, the saw-toothed grain borer and a wide variety of grain moths and mites. They can be used safely on plants and also against cheese insects, mites and skippers that attack hams and prepared meats, and against the chocolate moth—menace of the confectionery, bakery, and dried fruit industry. It is also deadly on common household insect pests.

A METHOD FOR GRAIN PROTECTION — is the use of Pyrenones — U.S.I.'s safe, effective, and economical insecticide concentrates — to cut the billion dollar annual loss to America's food production industry caused by insect pests.

New Research Program On Crystallization Begun

A new program of fundamental research on the process of crystallization, designed to aid the search for pure materials in the pharmaceutical, chemical, sugar, and salt industries, is now underway at a Western University. It is hoped, particularly, to obtain information on the control of crystal size and the growth of large single crystals.

CONTINUED High-Phthalic Low-Cost Resin

bake hard in one hour at 200 deg. F.

Recommended for Colors

Aroplaz 1379-2 is completely satisfactory for use in most colors, but it is not recommended for whites. The resin rates excellent in color retention, and shows better than average flexibility and durability.

SPECIFICATIONS • AROPLAZ 1379-2

Non-Volatile: 49-51%
Solvent: Mineral Spirits
Viscosity (G.H.): X-Z (12.9-22.7 poises)
Acid Number of Non-Volatile: 6-10
Color (Gardner Stds., 1933): 14-16
Wt. per gal. at 25°C. (Solution): 7.7-7.8 lbs.
Wt. per gal. at 25°C. (Solids): 9.55-9.65 lbs.
Oil Content of Non-Volatile: 35% by weight
P. A. Content of Non-Volatile: 33% by weight
Resin Modification: Present

CONTINUED Hydrocarbon Synthesis

Moreover, the catalyst itself was not satisfactory. Lack of mechanical strength and need for frequent regeneration were shortcomings of all the early catalysts. An improved catalyst consisting of cobalt, thoria, magnesia, and kieselguhr was used beginning in 1938. This partially removed earlier troubles, but left much to be desired. Nothing had been done to reduce the cost which from the very beginning had been great.

There is nothing here to suggest ease and simplicity in plant operation. Intricate units, and production from many units, do not reduce manpower, and the German process was no exception. There is, in addition, an apparent German aversion to instrumentation. Cheaper labor militated against both the development and use of instrumentation, and its lack contributed to process costs.

NEXT: How the new American Hydrocarbon Synthesis replaces the older process.

TECHNICAL DEVELOPMENTS

Further information regarding the manufacturers of these items may be obtained by writing U.S.I.

A new, fully-automatic paint machine which cleans, rustproofs, paints, and dries a variety of parts in record time has been put into operation. Up to 12,960 pieces pass through the device in an hour, the manufacturer states. **(No. 295)**

To replace natural quartz crystals of the type used in long-distance telephone circuits, a new-type piezoelectric compound is now being offered, which is said to differ markedly in chemical composition from quartz. **(No. 296)**

To seal porous masonry, a new powder is offered that is said to mix with water to the consistency of thick paint and is applied by daubing on a porous surface. It is available in a range of colors. **(No. 297)**

Plastic electromagnets are said to contain no metals yet to have a "life" comparable to permanent steel magnets. They can be produced at one-tenth the cost of conventional magnets, the manufacturer claims. **(No. 298)**

A new-type dye is claimed to be useful in textile printing to produce a turquoise blue which will stand up well under light and laundering. **(No. 299)**

Two new liquid adhesives, designed for cementing metals, thermosetting plastics, wood, fabric, or any combination of these, are said to exhibit high sheer and tensile strength, and to offer exceptional resistance to water, gasoline, kerosine and animal oils. **(No. 300)**

To measure the germicidal energy of a germicidal lamp, a new instrument is now being offered which is claimed to be non-sensitive to natural or artificial illumination. **(No. 301)**

A new fireproof insulating material combines light weight with structural strength and has unusual fireproof characteristics and high-resistance to heat transmission, according to the manufacturer. **(No. 302)**

A new-type odorless pickling inhibitor, which is claimed to have an inhibiting action in both hydrochloric and sulphuric acids, is said to dissolve cleanly, leaving no sludge, slime, or precipitates. **(No. 303)**

Two new industrial, explosion-proof pH meters, claimed to eliminate the effect of serious fluctuations in voltage in most manufacturing plant circuits, are said to be lower-priced than other industrial meters. **(No. 304)**

U.S.I INDUSTRIAL CHEMICALS, INC.

60 EAST 42ND ST., NEW YORK 17, N. Y. U.S.I. BRANCHES IN ALL PRINCIPAL CITIES

ALCOHOLS
Amyl Alcohol
Butanol (Normal Butyl Alcohol)
Fusel Oil—Refined

Ethanol (Ethyl Alcohol)
Specially Denatured—all regular and anhydrous formulas
Completely Denatured—all regular and anhydrous formulas
Pure—190 proof, C.P. 96% Absolute
*Super Pyro Anti-freeze
*Solox proprietary Solvent

***ANSOLS**
Ansol M
Ansol PR

*Registered Trade Mark

ACETIC ESTERS
Amyl Acetate
Butyl Acetate
Ethyl Acetate

OXALIC ESTERS
Dibutyl Oxalate
Diethyl Oxalate

PHTHALIC ESTERS
Diamyl Phthalate
Dibutyl Phthalate
Diethyl Phthalate

OTHER ESTERS
*Diatol
Diethyl Carbonate
Ethyl Chloroformate
Ethyl Formate

INTERMEDIATES
Acetoacetanilide
Acetoacet-ortho-anisidide
Acetoacet-ortho-chloranilide
Acetoacet-ortho-toluidide
Acetoacet-para-chloranilide
Alpha-acetylbutyrolactone
5-Chloro-2-pentanone
5-Diethylamino-2-pentanone
Ethyl Acetoacetate
Ethyl Benzoylacetate
Ethyl Alpha-Oxalpropionate
Ethyl Sodium-Oxalacetate
Methyl Cyclopropyl Ketone

ETHERS
Ethyl Ether
Ethyl Ether Absolute—A.C.S.

FEED CONCENTRATES
Riboflavin Concentrates *Vacatone 40
*Curbay B-G *Curbay Special Liquid

ACETONE
Chemically Pure

RESINS
Ester Gums—all types
Congo Gums—raw, fused & esterified
*Aroplaz—alkyds and allied materials
*Arofene—pure phenolics
*Arochem—modified types
Natural Resins—all standard grades

OTHER PRODUCTS
Collodions
Ethylene Glycol
Nitrocellulose Solutions
Insecticide Materials
Ethylene
Urethan
DL-Methionine
Insectifuge Materials

Printed in U.S.A.

New MM&R Sales Representative

John I. Vandewater has been added to the sales force of Magnus, Mabee & Reynard. He will center his efforts on the New York City area. Prior to his appointment to the MM&R sales force

J. VANDEWATER

he was associated with the Dow Chemical Company.

During the war he was a sergeant in the Combat Engineers and served in the European and South Pacific theaters.

Winthrop-Stearns Building in Dallas

Construction has started on a new modern single story warehouse and office in Dallas, for Winthrop-Stearns, Inc. A total of 20,000 square feet of space will be provided. Of this 1,400 square feet will be devoted to air conditioned offices. The site of the building is on Mockingbird Lane between Maple Ave., and Denton Drive.

Cosmetic Chemists' Meeting

Marcel J. Suter, Chairman of the Entertainment Committee of the Society of Cosmetic Chemists, has announced that the next meeting of the Society will be held in the Music Room of the Biltmore Hotel in New York, on Wednesday, May 19. Luncheon will be served between the morning and afternoon sessions. President Walter Taylor calls attention to the fact that the Society will meet at the same time that the Toilet Goods Association will hold its annual convention. However, the Scientific Section of the Toilet Goods Association will meet on Thursday, May 20, whereas the Society of Cosmetic Chemists' meeting will be on Wednesday, May 19.

American Home Renames Subsidiary

In line with its expanding activity, American Home Products Corporation has announced a change in the name of its subsidiaries. International Vitamin Corporation will henceforth be known under the designation, International Vitamin Division, Ives-Cameron Company, Inc.

Executive personnel of the company will remain the same. Aaron M. Weinstein, assistant to the president of American Home Products Corporation, is president of the corporation; H. I. Hoffman is director of professional service, and Frank J. Vinci, M.D. is medical director. Charles J. Kern is technical director and chief chemist.

George DeHaven, manager of Pacific-Northwest division of the George A. Breon & Company (center) wins the president's prize for salesmanship from J. Gill Jordan, president (right) and B. F. Ascher, vice-president in charge of sales.

Dr. Lazier Advanced by Pfizer

Dr. Wilbur A. Lazier has been appointed director of chemical research for Chas. Pfizer & Co., Inc. Prior to 1944, Dr. Lazier headed a research group in the chemical department of

DR. LAZIER

E. I. duPont de Nemours at Wilmington, and for the past three and one-half years has been director of the Southern Research Institute at Birmingham, Ala.

Benjamin Souler Joins Bristol

Benjamin K. Souler, formerly laboratory director of the American Home Foods Co. plant at Elkhart, Ind., has joined Bristol Laboratories, Inc., of Syracuse, N. Y., as a senior research chemist in the Product Development Dept. A graduate of Rhode Island College of Pharmacy, he received his M. S. degree from the University of Southern California. Previously he was with the Joseph Burnett Co. division of the American Home Foods Co.

Coffee Goes to the Head

"Coffette," a hair shampoo, processed principally from sub-standard, and other coffee which cannot be used for beverage purposes, is now being produced by "Coffette Products, Inc.," manufacturing chemists of Brooklyn. Robert Brown, president of the firm, predicts new uses for non-palatable coffee which will engender favorable economic repercussions in affording wide markets throughout the coffee industry of the Central and South American countries.

"Coffette" Shampoo, which will be introduced on the market in April, is basically compounded of the oils and glycerized materials and tannic acid contained in coffee beans with no alcohol nor harsh chemicals added. It is said also to be antiseptic.

In each of these great centers of the Soap, Perfumery and Cosmetics industries there is a Chiris company, with a complete production and distribution service. These companies pool all the experience and technical resources which nearly 200 years of outstanding leadership in the World's Essential Oil and Aromatic industries have made available to the House of CHIRIS.

ANTOINE CHIRIS Co., Inc.

119 WEST 57th STREET, NEW YORK 19, N. Y.

ESTABLISSEMENTS ANTOINE CHIRIS GRASSE - PARIS

ANTOINE CHIRIS, LTD. LONDON

New Officers at Pneumatic Scale

At a recent meeting, the board of directors of Pneumatic Scale Corporation, Ltd., elected Stanley R. Howard as vice-president in charge of engineering; Frank C. Drinkwater, vice-president in charge of service and installation, and Lawrence F. Blackwell, vice-president in charge of production.

Packaging Exposition

More than 250 trade associations representing the largest users of packaging for both industrial and consumer goods are meeting April 26 through 30 for the Annual Packaging Exposition and Conference to be held in Cleveland.

Low Heads New Monsanto Plant

Appointment of Allan W. Low as general superintendent of a new formaldehyde plant has been announced by Carl T. King, production manager of Monsanto Chemical Company's plastics division.

Folsom on Squibb Board

Frank M. Folsom has been elected to the board of directors of E. R. Squibb & Sons. Mr. Folsom succeeds to the position among the Squibb directors vacated by the resignation of Ferdinand W. Nitardy.

Heads Peterman Tech. Div.

Dr. Heber C. Donohoe has been appointed director of the new technical division of William Peterman, Inc., Newark, N. J., manufacturers of insecticides.

Jesse Wynne Elected Director of McKesson & Robbins

Jesse W. Wynne, regional vice-president of McKesson & Robbins, Inc., was elected a director of the company February 25 at a meeting of the board.

Mr. Wynne has been in the drug field since 1904, he joined McKesson & Robbins, Inc., in 1930, which bought out his original firm after it had been combined with the Van Vleet-Mansfield Drug Company. In 1943 he was appointed regional vice-president, supervising McKesson operations in the Southwest region.

Florasynth Bonus

In line with a long established policy of maintaining excellent employer-employee relationships, Florasynth Laboratories, Inc., announced through its president, William Lakritz, that all employees were paid as additional compensation a sum equal to 10 per cent of their total 1947 salary and wages.

New Illinois Bio Division

Herbert J. Clark of the Illinois Bio Company of America has announced the formation of a new manufacturing division, Pharmaceutical Bio Corporation at 4122 W. Grand Ave., Chicago 51. The new division will be devoted entirely to the manufacture of hormones, and rare organic reagents and biochemicals.

Julian W. Lyon Expands

Julian W. Lyon, broker and commission merchant in essential oils, crude drugs, spices, gums and allied products, has moved into new offices at 7 Dey Street, New York. The business of F. W. Meade and Company, which has been owned for some time by Mr. Lyon, is combined with his, and is operating now under his name.

Lueders Honors John Kreppel

George Lueders & Company, has added John Kreppel to its veterans organization, composed of personnel who have been with the firm for 25 years or more. Mr. Kreppel is assistant manager of the company's factory.

Dietz Plant Burnt

On January 15, the plant and laboratory of Charles H. Dietz, Inc., was partially destroyed by fire. The coating department, laboratory, general offices, material and finished stock were completely destroyed, fortunately most of the company records and all of the compressing machines and granulating equipment was saved.

Plans now are to rebuild and the company during that period is located at 2133 Franklin Ave., St. Louis.

New Chief of V.A. Pharmacy Div.

E. Burns Geiger has been appointed chief of the pharmacy division of the Veterans Administration department of medicine and surgery.

Before his new assignment, Mr. Geiger was assistant to W. Paul Briggs, former chief of the division who resigned last December.

DeLamar-Hendrey Moves

The DeLamar-Hendrey Chemical Company, Inc. has moved to larger quarters at 461 West Erie St., Chicago 10.

Dr. J. D. McIntyre

Dr. Joseph D. McIntyre died at his home in Drexel Hill, Pa., on January 25. He was fifty-four years old.

Dr. McIntyre was a retired president of Dr. D. Jayne & Son. He was born in Washington and graduated from George Washington University.

Harry Noonan

Harry Noonan, former president of The Drug Products Company, died at his home in Phoenix, February 1. He was seventy.

Mr. Noonan was affiliated with the Norwich Pharmacal Company, and later founded The Drug Products Company.

Lydia Pinkham Gove

Miss Lydia Pinkham Gove, granddaughter of Lydia Pinkham, founder of the patent medicine company bearing that name, died in Boston, February 24. She was 61.

Miss Gove was made general manager of the company in 1933 and also took an active interest in philanthropic work.

M. Vincent O'Shea, Jr.

M. Vincent O'Shea, Jr., administrative vice-president of Merck & Co., Inc., died February fifth in the Harkness Pavilion of the Columbia-Presbyterian Medical Center, in New York. He was forty-nine years old.

Mr. O'Shea joined Merck in 1947. Previously he had been executive vice-president of the O'Sullivan Rubber Co., president of Robert Teller Sons and Dorner Co., of Rosemarie de Paris, Inc., and a partner of Swart, Brent & Co.

During the war he served as an administrative officer in the Signal Corps and received the Legion of Merit from the U. S. Army.

A native of Madison, Wisconsin, Mr. O'Shea was graduated from the University of Wisconsin in 1921. He was a member of the University and Union League Clubs of New York, the Cedar Creek of Locust Valley, L. I., the Lake Placid Club, and Chi Psi Fraternity.

Edward Gibson

Edward G. Gibson, Pacific Coast manager for H. Kohnstamm & Company, Inc., died suddenly the ninth of January.

Mr. Gibson had been in charge of the Pacific territories for his company and made his headquarters in Los Angeles. He was taken ill on returning from a business trip to New York, but had recovered. His death was unexpected. He had opened the Los Angeles office in 1933 and was active in the development of the West Coast territory up to the time of his death.

F. J. STOKES MACHINE CO. Est. 1895

AUXILIARY EQUIPMENT FOR PHARMACEUTICAL MANUFACTURE

For 50 years Stokes has designed and built tablet machines and complete auxiliary equipment for leading pharmaceutical manufacturers all over the world. We are, therefore, aware of the importance of inter-machine teamwork in producing highest quality products at low cost.

This experience enables us to offer you equipment that is simple in design, rugged in construction . . . outstanding in operating efficiency and economy . . . readily mastered by semi-skilled help . . . equipment that meets every requirement for modern pharmaceutical manufacture.

We suggest you investigate Stokes equipment, and we invite you to make use of our confidential consulting and laboratory services in the preparation of special formulae and materials for tabletting.

For complete information on tablet machines and pharmaceutical auxiliaries, write. . . .

STOKES PHARMACEUTICAL EQUIPMENT INCLUDES: *Tablet machines for production from 100 to 1500 tablets per minute, mixers, granulators, drying closets, sifters, drug mills, coating pans, tube filling and closing equipment, water stills, vacuum drying and extracting equipment, etc.*

F. J. STOKES MACHINE CO.

5932 Tabor Road, Philadelphia 20, Pa.

Representatives in principal cities throughout the world

F.J.Stokes PHARMACEUTICAL EQUIPMENT FJS Est. 1895

Production Forum

By FRANCIS CHILSON
Industrial Consultant

Ampule Manufacture

At a recent Parenteral Drug meeting I made a few off-the-record remarks concerning the production of ampules, and I should like to comment further on this subject because what I said was in some quarters misunderstood and in others misquoted.

Pointing out the fact that the difficulties involved in ampule production arise from two basic facts:—the first, being that ampules are made from glass; the second, that solutions must be sterile, free from all foreign particles and measured in small quantities into ampules with uniform accuracy.

I pointed out that if ampules could be made of plastic materials so that encapsulating techniques could be applied, we'd have fewer problems. Or at least we'd have no problems to worry about in connection with filling speed, sealing, glass particles, lint or dust. I said further that *if* ampules could be made from sheet rubber or some similar material that could be fused under pressure and not require vulcanizing, we could apply encapsulating techniques to the operation. I did not say that rubber *could* be used for making ampules, or that anyone was working on it. I did, however, point out that some firms are doing a lot of work on plastic substances in the hope of applying high-speed encapsulating techniques, but that I knew of no plastic which has been so far discovered that would be insoluble in contact with all the materials usually used and yet withstand sterilizing temperatures without malformation of the ampules.

It is possible, of course, to make an ampule from polyethylene and other thermoplastic materials. If ampules could have been made of gelatin sheet for instance, or materials like gelatin, Bob Scherer would probably be making all your ampules right now. I understand that he is one of those who did a lot of work in this direction and gave up, probably to concentrate on Hyposprey and metapules.

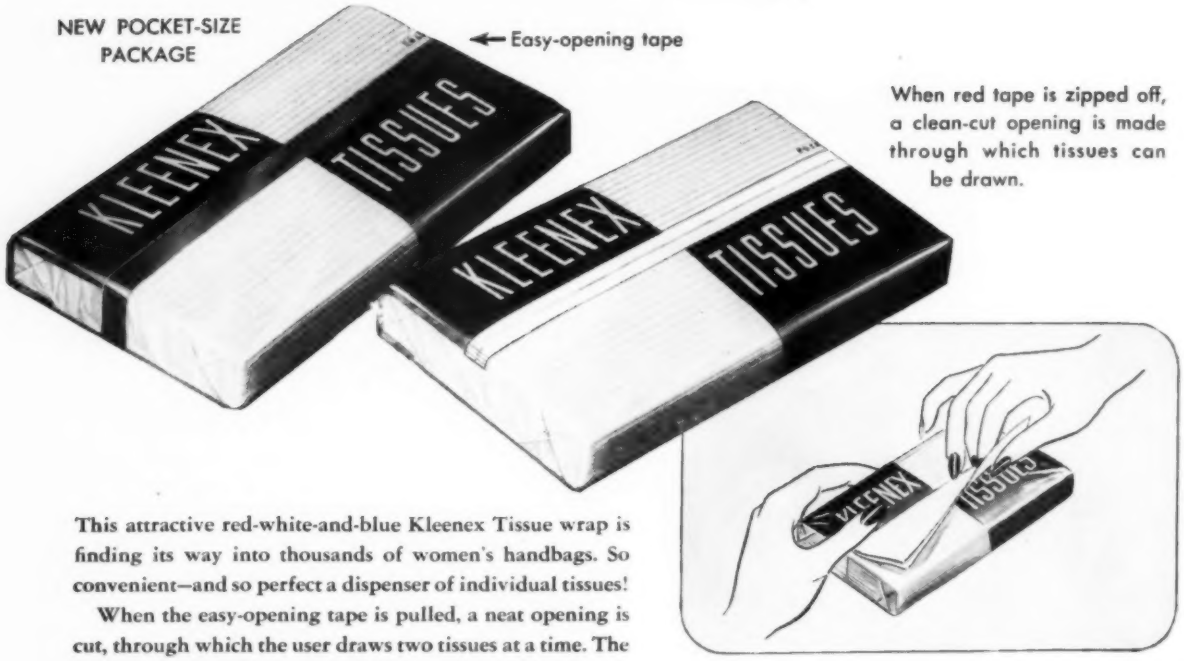
Going back to glass ampules, no one can deny that because ampules are made from fragile glass, the cost of producing finished medication in ampule form is terrifically high. The operation is, by the best of present day methods, slow and costly, and the rejects are tremendous.

As was indicated previously all of our problems which involve glass particles, lint, malformations, charring, leakers, etc. arise from the fact that ampules are made from glass, which must be heat sealed and sterilized and which is shipped to us originally in chipboard or paper containers of one form or another. Since there is little hope that any adequate substitute for glass will be found in the near future, one way of minimizing the problem is to write stiffer specifications for ampule glass. (This is suggested to make the jobs of my good friends Max Eddy and Ben Dennis easier than they have been in the past. I love to put burrs under their blankets.)

We can, for instance, demand ampules free from malformations and glass particles when delivered to us, and we can demand a more uniform wall thickness. Perhaps we should have a new form of ampule or a heavier wall thickness. There's nothing sacred about the traditional form of the ampule.

But in fairness to the glass people, you must admit that you cannot expect them to provide better ampules so long as we continue to haggle about price. Since ampule medication is generally the most expensive form of medication, and hence as a general rule, inherently produces a larger gross than average pharmaceuticals, and since, moreover, the cost of the glass is but a very minor element of total cost, we could well afford to pay much more than we are now paying for ampule glass if we could get perfect ampules free from all glass particles and perfectly clean to start with and what is more important—if we could get more sturdy

This Easy-opening Wrap is a Dispenser Package, too...



When red tape is zipped off, a clean-cut opening is made through which tissues can be drawn.

This attractive red-white-and-blue Kleenex Tissue wrap is finding its way into thousands of women's handbags. So convenient—and so perfect a dispenser of individual tissues!

When the easy-opening tape is pulled, a neat opening is cut, through which the user draws two tissues at a time. The cellophane wrap forms a handy dispenser container for the remaining tissues.

This ingenious wrap, developed by our engineering staff, is made at high speed on our Model FA machine. The red easy-opening tape, which forms a part of the decorative scheme, is inserted in the wrapping process. Electric-eye registration locates the printed design accurately on each pack of tissues.

This is another example of how well our machines can be adapted to meet the protective and selling requirements of a given product. If you are planning to improve your package, or to wrap a new product, we suggest that you consult us as early in its development as possible, so that we may give you the full benefit of our recommendations. Get in touch with our nearest office.

A wrapping machine for every wrapping need

PACKAGE MACHINERY COMPANY

SPRINGFIELD 7, MASSACHUSETTS

NEW YORK CHICAGO CLEVELAND ATLANTA
DENVER LOS ANGELES SAN FRANCISCO
SEATTLE TORONTO

See us at the PACKAGING SHOW

BOOTH 104

CLEVELAND AUDITORIUM

APRIL 26-30

ampules which could be mechanically handled at high speed.

Parenthetically, it may be said that it does seem silly to go to great lengths to avoid the inclusion of glass particles in our ampules and then provide physicians with which to make glass particles when they saw the necks off the ampules. Used ampules have been collected from hospitals by any number of people and virtually all were found to contain glass particles made by the physicians when the necks were broken off the ampules. But wire stuck with legal requirements we can't ignore whether practical or not. Some of the lint and dust in ampules comes from the fact that they are shipped in chipboard or corrugated containers. This might be minimized if the manufacturers of ampules used foil covered board for their shipping containers. The industry and the glass manufacturers could go even farther and design standard metal containers for transporting the various sizes of ampules and these returnable containers could be so packed that breakage in transit would be all but impossible.

Manufacturers of ampuled products would, of course, have to pay a lot more for ampule glass, and even with this extra care on the part of the glass manufacturer, they still would not eliminate entirely the problem of washing glass carefully before the ampules are filled. But the job could be speeded up. Speed is what we need. Speed and the assurance that we can fill, seal, sterilize, inspect and pack with a very minute percentage of rejects.

The next source of trouble lies in the plant of the user of ampules. There's no good in having clean ampules delivered to your plant if your plant is not clean as it should be. There's no good in going to great lengths to avoid glass particles, lint and dust, if the ampules, after being received at your plant, are going to be permitted to lie around exposed to the conditions that prevail in many ampule plants. If you expect the glass maker to keep his plant above criticism from a cleanliness standpoint, you must also keep yours the same way. Likewise, you cannot throw boxes of ampules around as if they were made of iron. Much of the glass particles come from breakage in your own plants through careless handling and careless exposure.

I have always felt that the money spent by the two major drug associations in an attempt to develop an inspection machine, is a perfect example of putting the cart before the horse. We have comparatively little difficulty in inspecting ampules. Our trouble is that we reject too many, and that no two manufacturers can agree on what constitutes a reject. If the amount of money spent on the electronic project, which I feel will never provide the final answer even to the inspection problem, was spent in cooperation with the glass makers in an attempt to develop a better ampule glass or to develop a new form of ampule entirely, I think the money would have been better invested. The way to lick a problem is to eliminate it at the source if you can.

Air Conveying

The Convair Corporation, Pittsburgh, Pa., recently began producing air conveying equipment which is utterly different from the usual pneumatic systems, in that it requires only a relatively small amount of air at low pressure. An interesting feature of this equipment is that inert gasses instead of air can be used as the conveying medium and the gasses can be recovered and used over again. Hence this system can be used for transporting oxidizable material. The unit is made in a very small size which seems to indicate that it may prove to be the ideal device for loading powder mixers. This air system does not require a lot of space and a lot of auxilliary equipment for relieving exhausted air. The writer would not believe some of the claims made by the company in its literature, were it not for the fact that one of his clients is using this system for a batching operation which requires handling material of two colors and of several constituents. The apparatus is working very well, and no contamination has been evident yet.

One interesting application has been made, in which heated air has been introduced into the system for the purpose of transporting wet resins, so that in a distance of 170 feet the product is dried as it travels. The Convair system has been used for transporting a variety of materials into a variety of storage bins without contamination. It has been used for transporting a variety of materials from the storage bins and discharging into mixers, again without contamination. It has been used for transporting mixed materials containing ingredients of radically different specific densities without any separation whatever.

The equipment is compact and an indication of its efficiency is given by the fact that with a conventional pneumatic tube system, 15 tons of material can be conveyed per hour with a horse power consumption of 75. The Convair will convey 90 tons per hour of the same material with the horse power.

The system can be made to convey in any direction. It is self-cleaning and compact. One nice thing about this system is that it can be built in small units for handling a few hundred pounds, as well as in large ones for handling several hundred tons.

The Machinery Situation

It is pleasant to be able to announce at long last that machinery backlogs are dwindling very rapidly. Automatic packaging machinery firms which hitherto had been quoting two and three year delivery schedules are now quoting delivery times of somewhat less than a year. One of them told me that within a year deliveries would be back to normal—that is, unless ERP makes such a heavy demand for packaging machinery that the present trend will be reversed. It is doubtful if this will happen, because there are exceedingly few firms in Europe whose volume of individual packaged items is so great as to justify the use of high speed automatic packaging machinery. If anything, ERP is likely to

make a heavy demand on the manufacturers of semi-automatic packaging equipment.

It is interesting to note that the terrific backlogs of packaging machinery with which the manufacturers came out of the war have not been reduced to any substantial extent by cancellations. I know of a few cases where some cancellations were made—I think unwisely. The very moment sales began to go sour, a number of manufacturers became panic stricken and cancelled their orders for automatic equipment. At that very point they should have increased their orders because it is automatic equipment which will enable them to lower operating costs to the fullest extent. Loss of sales volume means an automatic increase in plant overhead. The only way higher ratios of overhead can be reduced is by more production per unit of time.

Cost Reduction

I have the feeling that for the drug and cosmetic industry as a whole, the party is over. The party has lasted for a good many years. As compared with other industries, the margins between factory cost and net selling price have been enormous. There are exceedingly few industries in which market men can talk of a "four to one" or a "five to one" spread. Not only are all costs, labor, material and overhead steadily increasing, but what is even more damaging is the acceleration of research obsolescence. To develop a new product costs a lot of money. When it is killed off by a competing product, not only is the development cost lost, but the overhead absorbed by the product while it was selling must in such cases be spread over the remainder of the line. No one knows yet the full effect of penicillin and other antibiotic sales on the sale of other pharmaceutical products. If the success reported in the treatment of colds with penicillin atomization holds true, you can well imagine that a terrific dent will be put into the sales of cold preparations, both ethical and proprietary.

Drug and cosmetic catalogs are still full of a lot of obsolete products. If outmoded products were suddenly dropped, some catalogs could be reduced by as much as 85 per cent. The wise manufacturer will drop such products and concentrate on building sales and profits with the balance of his line. It would be better to do this than to allow competition to kill off the dead products one by one, as will surely happen. Possibly, a lot of us may become less volume conscious and more profit conscious.

In this respect, it is remarkable how few firms in the industry have regular, accurate profit and loss statements by *item*. Some of them—most of them—know their factory cost, but all the general charges: administration, selling, advertising, research, control, frieght and warehousing are not allocated to specific products. Hence, such manufacturers really are kidding themselves.

One manufacturer I know of spends a lot of money advertising a heavy, bulky product which requires a lot of handling, a lot of control work, a lot of warehousing, and involves a lot of freight charges. Yet this manufacturer will tell you that it's a three to one item which he considers good. The apparent profit which he thinks he's getting looks good only because the rest of the line is absorbing the major portion of the general charges mentioned above.

If this item were being properly costed all the way through, it would be required to bear about three-quarters of the advertising bill; about half the general sales expense; half the warehousing charges; and about two-thirds of the freight bill; and about the same amount of the trucking bill. All such charges are dumped into the general "administrative and selling expenses" pot and shared by the whole line.

In this industry the fact is we are still not cost conscious enough.

Assorted Tablet Counter

Some years ago, there was interest in counting tablets of different kinds into the same container. Excepting by hand gadgets, no one had succeeded in doing this machanically. That a similar operation has been done is attested by the existence of a machine made by Bartelt Engineering Company, 317 South Madison Street, Rockford, Illinois for the Minneapolis Honeywell Company, where it is used for counting an assortment of screws, nuts and washers into envelopes. The capacity of the machine is 2,400 envelopes per hour, each containing nine different items. In its present adaptation, such a machine cannot be used commercially for counting tablets into envelopes, even though only one kind of tablet is counted, for the reason that the machine is far too costly.

What attracted our interest is that it provides a clue for the design of a high speed tablet counting machine. The clue consists in the use of a multiplicity of feed hoppers. The tablet counting equipment which has been developed for the industry, generally uses a single supply hopper and a series of channels which feed a considerable number of tablets into the containers at the one time. This basic design imposes a lot of problems, first, securing a regular flow from the supply hopper into the channels or counting means, and second, depositing into the container a large number of tablets in a fraction of a minute. Vibration at one point or another is utilized in order to keep the tablets free flowing and to prevent jamming, especially at the feed point. In the machine referred to, a synchronized rotary table is used to carry the container successively to the series of supply hoppers. If a tablet counting machine were designed on this basis, the jamming referred to might be eliminated, as well as the feed problems. The problems of feeding and filling are spread out around the periphery of the table which

means that the containers travel a distance of several feet before they are filled.

As a matter of fact, a similar feature was built into the vacuum filler on which I worked some time ago. In this machine, the containers were carried in a straight line along a path parallel to a rotary vacuum drum which picked up tablets from a single supply hopper. Rotation of the drum and the travel of the chain were continuous so that tablets were deposited into the containers one at a time. Because of the single supply hoppers, however, I was never able to avoid occasionally picking up two tablets at a single station, so the development of the machine was abandoned.

At this late date, I think it can be safely said that no one has produced a satisfactory tablet counting machine. To be "satisfactory" it would have to count both coated and uncoated tablets, as well as capsules. It would have to be adjustable as to tablet count and container size—preferably without change parts or accessories. It would have to be capable of handling any shape of tablet or pill, and any shape of container. It would have to be fool-proof as to count.

Some fairly good machines have been introduced recently and are adjustable over a reasonable range of size and count, but none comes within shouting distance of meeting the requirements outlined above without involving a lot of change parts for changing counts or tablet shapes and sizes. Whoever produces such a machine will make a killing.

Perl-Oussani

Perl-Oussani Machine Manufacturing Company of 68 Jay Street, Brooklyn 1, New York, recently has introduced a new inexpensive collapsible tube filling and closing machine. The machine is almost entirely automatic. The operator pushes the empty tubes on the filling mandrel and then deposits the filled tubes into the closing holders on a synchronously rotating turn table. Closing and ejecting is accomplished automatically. It is claimed that one operator can turn out between 1,500 and 1,800 tubes per minute, with a plus or minus accuracy of 3/10 of 1 per cent. The machine is adjustable and is available in two sizes.

The same outfit manufactures a gang-type straight line vacuum filling machine, which is made in a variety of sizes up to ten filling mandrels. This machine likewise is adjustable and can be used for filling a great variety of liquids.

The same company also manufactures a can filler suitable for insecticides, heavy liquids, oils and other similar materials. This also is a straight line filler.

The following information is supplied by manufacturers of the equipment described and claims made below by these manufacturers are passed along for what they are worth. Presentation of such notice in this department is not to be taken as endorsement of the claims or of the equipment.

Morehouse Mixer

A twin-tub mixer available for immediate shipment, designed for manufacturers of a wide variety of materials, is announced by Morehouse Industries, 1156 San Fernando Rd., Los. Angeles.

The mixer is available in capacities (per tub) of 110, 150 and 225 gallons. A full variety of electrical and drive equipment is available for the unit, which is supplied with or without such accessories. Full details are available upon inquiry to the manufacturer.

Conveyors With Permanent Magnets

Material Movement Industries, Inc. announces that its lightweight Tote-All Bulk Material Conveyors are now available with an adjustable chute that removes all stray iron from the bulk material being conveyed. The chute, which may be attached or detached as desired, has a powerful, permanent magnet built right into it. It traps nuts, bolts, nails, wire, etc. which may be in the conveyed material and thus protects valuable machinery from breakdowns, helps eliminate product contamination and reduces the danger of fire and explosion caused by "friction sparks" from tramp iron. May be used with any non-metallic material such as chemicals, grains, foods, fertilizers, etc. Magnet is made of high-grade Alnico, is non-electric hence requires no wiring. According to manufacturer the magnet is extremely powerful, and is guaranteed for life. Maximum recommended speed for efficient operation of magnet is approximately 100 fpm.

In conjunction with the above announcement, Material Movement Industries, Inc. also announce that the lightweight Tote-All Zephyr is now available in any length from 6 ft. to 24 ft. in multiple lengths of 2 ft. . . . Belt widths 8 in. to 10 in. Conveyor is powered by either a 1½ H.P. gasoline engine or a ½ H.P. single-phase electric motor. Ball bearings throughout.

Descriptive literature on request, Material Movement Industries, Inc., 9257 Laramie Ave., Skokie, Illinois.

While Your Competitors Sleep . . . .

POTDEVIN LABEL PASTERS

FOR CUTTING COSTS WHEN LABELING BOTTLES, BOXES, CANS, CARTONS

6" — 8½" — 12" & 18" Widths

POTDEVIN

WRITE FOR FREE CATALOG #10

POTDEVIN MACHINE CO. 1257-38TH STREET BROOKLYN 18, N. Y.

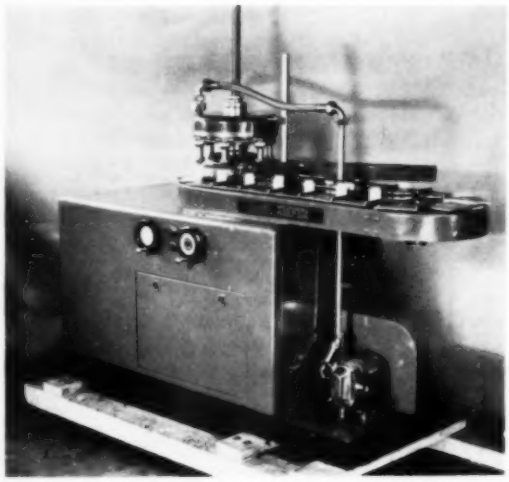
Rotary Filler Pamphlet

A comprehensive bulletin illustrating new mechanical achievements in container filling may be of interest to manufacturers who require high speed filling operations. Five new models of the U. S. rotary vacuum filler handle any type of liquid, on any size containers from ounces to gallons and capacities up to 300 containers per minute.

Write for the "Rotary Filler Bulletin," U. S. Bottlers Machinery Company, Dept. 17, 4015 N. Rockwell St., Chicago 18.

Revamped Filling Machine

The Karl Kiefer Machine Company, Cincinnati, has done some face and body lifting on the Vari-Visco Filling Machine. Illustrated here is the new equip-



ment in the cadet model, for filling facial cream and similar viscous products. The container capacity ranges up to 32 ounces liquid measure and speed run a maximum of 60 a minute. Notable among its features are said to be the ease of adjustment for product volume and rate of delivery. Such regulation is accomplished with precision just by turning handwheels on the front panel. Thus, the machine provides for convenient and simple set-ups without loss of production time.

Electronic Relay Control

For those industrial applications where pressure, liquid and temperature controls are required, R-S Products Corporation, announces the Leveltone Relay. Of particular interest to the chemical and food processing industries, the application of the control, which is rugged and easily operated, include liquid level and interface control and alarm, pressure and flow control and alarm, temperature control and alarm, high foam control and alarm.

In the operation of the control relay, the circuit is of the positive acting thyraton type with the tube current limited to less than one-third its maximum value, resulting in long life and low maintenance.

For details regarding applications of the various types of Leveltronic relay and full information write for catalog 27, R-S Products Corporation, Philadelphia.

Collapsible Tube Filler

Perl-Oussani has brought out a semi-automatic collapsible tube filling-measuring-closing machine which offers fast production requiring but one unskilled operator to insert empty tubes on the filling holder and then transfer the filled tubes into one of the ten closing holder forms on the synchronously rotating turntable. The filled tubes are then fed automatically to the closing machine, which performs the closing operation, by putting two folds in one direction and a third fold in the opposite direction, requiring no further need of clips and at the same time producing a finished, neat appearance on the completed tube.

Tubes can be completed in any desired form—full pressed, slender taper, etc., obtained by special molded out tube holders. The machine's flexibility is shown in its adaptability to all types of tubes, and can also be used to fill jars and bottles.

Write for descriptive folder to Perl-Oussani Machine Manufacturing Company, 68 Jay St., Brooklyn, N. Y.

Cochrane Booklet

Cochrane Rapid Reactors, is being distributed by Cochrane Corporation, describing its recently announced cold process softener. Combining the basic elements of equipment for mixing, floc information, settling, and thickening in a single reaction vessel, the Rapid Reactor is finding widespread application in industry for the conditioning of process cooling water and boiler feed. Chemical reagents may be introduced for coagulation of turbidity reduction, or for complete softening and turbidity reduction.

The new publication contains detailed explanations of the process and the operation of the equipment. Three general designs are pictured covering the ranges to 100 gpm, from 100 gpm to 500 gpm, and from 500 to 3,000 gpm. Chemical proportioners, filters, and other auxiliary accessories are described and illustrated.

Write Cochrane Corporation, 17th St. & Allegheny Ave., Philadelphia 32, for copies of publication 4425.

Automatic Hose Reels

The Appleton Electric Company, 1701 Wellington Avenue, Chicago 13, Illinois, manufactures a great variety of automatic hose take up reels. These reels are used in connection with air, solvent, gas and liquid hoses of all types and sizes. You all know the unsightly appearance which is given to your liquid department by a network of hoses festooned from the ceiling or lying about on the floor. These reels offer a means by which the hoses can be stored and kept taut so that only the amount of hose actually needed is exposed during a processing operation.

PACKAGING FOR PROFITS!

Profit-wise manufacturers are smart when they figure cost-wise in their planning of proper packaging control . . . For you, "GEYER" Fillers do a job of 'packaging for profits.' • Designed to operate economically, these straight line, 'sweet running' Fillers with multiple cylinders maintain highest production quotas for any size and shape cosmetic or drug product. Slow moving parts assure long life, attachments can be shifted in a matter of seconds.

No matter your packaging needs—**CLEAN CUT OFF FILLING** for products that seek their own level or **BOTTOM UP FILLING** for semi-solids—"GEYER" does the job . . . No drip . . . Clean Filling . . . Entirely automatic . . . Maximum production assured.

GEYER
SINCE 1914

LEADING COSMETIC, DRUG & TOILETRY MFGRS. USE GEYER FILLING MACHINES

THE
FILLER MACHINE CO.
INC.

1249 E. MONTGOMERY AVE., PHILA., PA.

EPPENBACH HOMO-MIXER MAKES DISPERSIONS WITHOUT INCORPORATING AIR

1. Turbine head near bottom of tank starts a converging horizontal flow which carries sedimentary material into close-fitting rotor vanes.
2. Inflowing "slurry" is violently agitated at high velocity and projected upward toward surface.
3. A submerged baffle-plate deflects the rising current horizontally toward sides of tank, thence flowing downward toward bottom.
4. Rapid down-flow submerges and wets out floating material, including additives being fed into the mix.
5. The entire batch is deflocculated resulting in a perfect dispersion.
6. No surface boil . . . no vortex . . . NO AIR DRAWN IN.

The Eppenbach HOMO-MIXER is built on an entirely new principle. Whereas ordinary mixers create a vortex in the material that pulls in air, the HOMO-MIXER draws only from the bottom of the tank. Entrapped air tends to cause separation and splitting, and frequently oxidizes the product.

Furthermore, the HOMO-MIXER does not require a high head of liquid to give efficient mixing action. It is possible to process material in a tank at a depth just great enough to cover the mixing head. Fits tanks of all types and shapes . . . no clamps required . . . no special angle of installation.

Write for complete details of this mixer—"the only one of its kind." Ask for Catalog No. 402.

Eppenbach HOMO-MIXERS are available in a complete range of sizes for laboratories and production plants. Capacities range from 2 to 2,000 gallon batches from ¼ to 25 H. P.

EPPENBACH, INC.
45-10 Vernon Blvd., Long Island City 1, N. Y.

EPPENBACH INC.
Processing Equipment for Over 30 Years

YOUR TRADE-MARK RECORD

By JOHN H. GRAHAM
International Trade-Mark Consultant

Discussing That "Sunkist" Case!

Everywhere I go I am being questioned as to the importance of the "Sunkist" decision. An analysis seems in order therefore. Let's start with the facts, cut down as brief as possible.

California Fruit Growers Exchange have trade-marks registered for "Sunkist" and "Sun-Kist" for fruit and vegetables fresh, dried and canned. They sued Sunkist Baking Co. for infringement because of the use of "Sunkist" on breads and buns. Only *state* registrations in Illinois and Iowa existed regarding Sunkist Baking Co.'s use of "Sunkist" on breads, etc. A lower (District) Court found for California F. G. E. In December of last year, the Circuit Court of Appeals reversed the decision and found that "Sunkist" for bread did not infringe "Sunkist" for fruit and vegetables.

Naturally, this decision is giving many people a feeling of insecurity regarding their marks. They ask whether this is good law. They differ in their opinions as do those of my own profession whom I have approached.

The reason is that there is no yardstick by which to measure possible confusion in the public mind as to the origin of goods. Further, no one has "invented" a formula to guide us in deciding when goods are of the same descriptive properties.

Before we examine the decision on "Sunkist" let us look at some prior decisions on the question of goods being of the same descriptive properties.

The Following Goods Were Considered to be of the Same Descriptive Properties:

Cigarettes—Smoking tobacco.
Fruit brandy—Whiskey.
Horn hairpins—Combs, hairpins, etc.
Rheumatism powder—Liniment.
Canned string beans—canned peas.
Washing powder—Metal polish.
Self-raising pancake flour—corn meal.
Toilet soap—shaving soap.
Pale ale—Half and half.
Laundry soap—Toilet soap.
Cake scouring soap—Scouring powder.
Olive oil—Cotton seed oil.
Soap and saponified shampoo preparation—Laundry soap.
Washing compound—sweeping powder.
Pancake syrup—Flour.
Liquid soap—Hand toilet soap.
Toilet preparations, powders, creams, rouge, etc—Hair treating compositions and dressings.
Cologne spirits and rubbing alcohol—Toilet cream containing cologne & alcohol.
Shaving soap—Soap.
Salt—Various condiments.
Pine-oil disinfectants for cleansing and disinfecting—Soaps and cleansing compounds.
Olive oil—Tomato paste.
Baking powder—Self-rising flour.

The Following Goods Were Not Considered to be of the Same Descriptive Properties:

Cigars—Chewing and smoking tobacco.
Canned salmon—Canned tomatoes and canned peaches.
Cigarettes—Cigar boxes.
Beer—Wines and liquors.
Hairpins—Hooks & eyes.
Grape juice—Beer.
Cigars—Chemicals, medicines and pharmaceutical preparations.
Bleaching, cleansing and antiseptic compound—Tooth paste.
Liniment—Preparation for teeth, mouth & breath.
Liquid medicine for colds—Mouth wash, cold cream, cologne, toilet soap, etc.
Baking powder—Yeast.
Cigarettes—Cigars.
Coffee—Chocolate and cocoa.
Dyspepsia remedy—Tooth powder.
Hydrogen peroxide—Distilled and carbonated waters.
Lager beer—Malt tonic.
Grape juice—Root beer or ginger ale.
Ginger ale—Fruit beverages.
Dream book and dictionary—Toilet articles, medicines and almanac.
Oil—Water bottles, ice bags and syringes.

In the above I have just picked out a few of the older ones and you will see the difficulty immediately of trying to decide beforehand whether there is confliction between two sets or kind of goods.

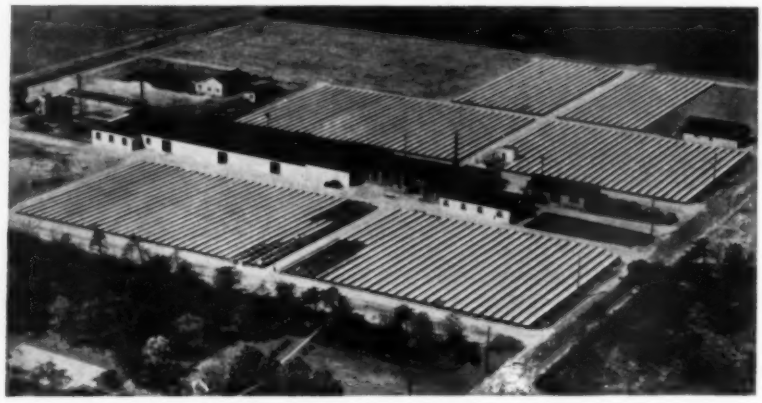
Mere similar use, like cigars and cigarettes and pipe tobacco, all being smoked, is not enough to establish conflict. Thus, in the "Sunkist" case, it was pointed out that the fact that both bread and fruit were eaten did not give a common ground for establishing a conflict. In the judgment it was said that fruit and vegetables are *not* in the same general class of merchandise as bread and are *not* goods of the same descriptive properties and about the only thing they had in common was their edibility and their being sold to the same class of customers.

This judgment naturally has upset many people's idea of trade-mark coverage.

On the face of it, it looks like quite a limiting decision. But is it? The trade-mark law today is little different from that of the past in connection with this one question. First of all, no one

KOSTER KEUNEN ★ BEESWAX

U. S. P. Pure Sunbleached
U.S.P. Pure Yellow Refined



Office and Refinery: Sayville, N. Y.

MICRO-CRYSTALLINE PETROLEUM WAXES

OZOKERITE • SPECIAL WAX BLENDS • CERESINE

Ask for samples, prices and technical data

KOSTER KEUNEN . . . . SAYVILLE, N. Y.

PHONE: SAYVILLE 400

WE SPECIALIZE IN SUPPLYING

HORMONES

in bulk to the ethical, pharmaceutical and cosmetic trades.

QUOTATIONS UPON REQUEST

INTRAMED CO., INC.

1860 BROADWAY, NEW YORK 23, N. Y.

Nothing New has been added!

- Only the choicest of the world's crude beeswax goes into it.
- Chemically tested for purity and quality.
- Sun-bleached to a smooth, even-textured whiteness.

BEEHIVE BRAND Beeswax

And because of its superior quality you can use less and still get a finer finished product. Guaranteed pure . . . Guaranteed always the same.

Will & Baumer Candle Co., Inc.

Established 1855
SYRACUSE, NEW YORK

Spermaceti Composition | Ceresine Waxes | Red Oil Stearic Acid | Yellow Beeswax Hydistear

has a right to monopolize all fields of endeavor in the use of their trade-mark unless there is use in all those fields. The applicant for a trade-mark registration is required to state the use of his mark as to specific goods and as to dates of use. If he is using the mark on many different goods he is entitled to register the mark for all those goods (unless someone else has prior registration). He has ample opportunity to extend the mark to other goods and then register the mark for them. But he has no right to a monopoly on the mark for possible future expansion of business. That is the law! To this end many organizations in the fields covered by this magazine have taken care to register their important marks to cover goods which are similar to their major goods. For instance, those dealing with face powders and like goods often extend their marks to cover compacts unfilled and sold to the trade empty. This is one way to protect the fringes of your type of goods.

It is obvious, however, that this extension can only go so far. In any case, what does it matter if different people use the same trade-mark for a tractor and for a lipstick. The main consideration is what harm can be done by either party to the other; what damage can be caused to either's reputation by unbecoming acts committed by the other and so on.

This brings me to the second point which is that a trade-mark is primarily an indicator of origin of goods. Your goods are tagged by your trade-mark. Therefore, the major factor determining possible conflict is whether the public would be deceived as to the origin of the goods. Take an example which is wide.

If you know of a scented toilet soap sold under a trade-mark "XYZ" and you see a large farm tractor which carries the same trade-mark, you would hardly assume that the soap people had gone into the tractor business. Certainly you would not automatically assume so. Thus, the question of confusing you as to origin of the goods, i. e., who makes or sells them would be easily answered.

Now narrow it down! The soap is a special hard water soap for farmers. Then you might begin to get confused, particularly if you were a farmer owning the tractor and saw the soap in the local hardware store.

One step further—the farmer knows that his tractor has a field spraying device on it which uses soap solution and the tractor company sells soap solution for this commercial use. Immediately, the possibility of confusion becomes prominent. A logical expansion for the tractor company would be to put out a farmer's hand soap under the same trade-mark.

And so you can bring two things toward each other until they lie in such close proximity as to obviously be subject to causing the public to be confused. Notice that throughout the public is being protected from abuse.

Just how far this matter of conflicting goods liable to cause confusion can be taken is always a matter of conjecture.

Finally, I point out that if the law were such that the first to register a particular mark in any field automatically monopolized all fields, then trying to choose a mark would be more difficult than it is even now, and trying to get a mark registered would be well-nigh impossible. The mark applied for would be subject to objection from any one of the thousands of marks on the register for goods from shoes to sealing wax and back.

In the "Sunkist" decision it was said: "Unless "Sunkist" includes everything edible under the sun, we cannot believe that anyone with an I. Q. high enough to be regarded by the law would be likely to be confused (by use of "Sunkist" on bread as against fruit)."

Perhaps this is a little harsh since the two products do have a close affinity and may well be on the same table together. But then so may the cutlery, napkins and candlesticks but they are hardly goods of the same descriptive properties.

This whole question is one of the difficult and unsatisfactory phases of trade-mark law. But the "Sunkist" decision does not alter the picture as so many people believe. It simply focuses attention upon the two major problems of trade-mark practice—(1) how far does trade-mark coverage extend beyond the specific registration for specific goods? and (2) how close do goods have to come together before there is sufficient liability of confusion of origin in the public mind?

Because foodstuffs broadly are not too far from our own industries and because bread and fruit do seem very close in descriptive properties, this case has naturally merited a lot of attention from readers of this magazine.

However, the law is till unchanged. The only monopoly which can be secured by a trade-mark is that for the goods with which the mark is used. The trade-mark has for its major purpose to denote origin of goods and the Courts will constantly support the doctrine that the public must not be deceived as to such origin. These tenets have not been changed. It is only in their specific application in the "Sunkist" case that they seem to stand out in the glare of public discussion. It is my own opinion that the umpire called a close one.

The following Trade-Marks were published in the Official Gazette of the U. S. Patent Office in Volume 604 (numbers 3-4) dated November 18 to November 25, 1947 and Volume 605 (numbers 1-3) dated December 2 to December 16, 1947, inclusive.

Shadow Proof—VI—I—518,699
Shadow Proof, Inc., Boston, Mass.
Ser. Mar. 7, 1947 D. U. July 17, 1946

Star Ruby—VI—C—519,644
Gourielli, Inc., New York, N. Y.
Ser. Mar. 27, 1947 D. U. Feb. 12, 1947

Stephanie—(and des.)—VI—BCDH—513,140
Stephanie Ltd., Inc., Cleveland, Ohio.
Ser. Nov. 23, 1946 D. U. Sept. 20, 1946

Taboo—VI—BCDFHMT—513,030
Consolidated Cosmetics, Chicago, Ill.
Ser. Nov. 22, 1946 D. U. Dec. 10, 1932

Thor—VI—BHI—518,538
Linnea Perfumes, Inc., Chicago, Ill.
Ser. Mar. 5, 1947 D. U. May 7, 1946

Twosome—IV—C—509,940
Jon James, Inc., Chicago, Ill.
Ser. Sept. 28, 1946 D. U. Sept. 1, 1945

Vicky Joyce—VI—BCD—519,713
Jacob Lloyd Yokeley (Vicky Joyce Co.), Winston-Salem, N. C.
Ser. Mar. 27, 1947 D. U. Mar. 15, 1946
Reg. 435,171 Dec. 9, 1947

Vitafond—VI—C—515,840
Inter-Hamol S. A., Zurich, Switzerland
Ser. Jan. 16, 1947 D. U. Aug. 26, 1943

Vita-Gas—VI—T—507,165
Vita-Var Corp., Newark, N. J.
Ser. Aug. 9, 1946 D. U. July 12, 1946

West-Glo—IV—A—522,015
West Disinfecting Co., L. I. C., N. Y.
Ser. May 7, 1947 D. U. April 1936

Westo—VI—EH—519,327
John L. Graves (Westo Products Co.), Dallas, Texas
Ser. Mar. 20, 1947 D. U. Feb. 28, 1945

Whistle Red—VI—C—518,888
Richard Hudnut, New York, N. Y.
Ser. Mar. 12, 1947 D. U. Feb. 19, 1947

Wisp-Air—VI—M—516,596
John M. Bash (Phillips Chem. Co.), Chicago, Ill.
Ser. Jan. 30, 1947 D. U. Dec. 26, 1946

The following trade-marks have been cancelled as of December 2, 1947 and are therefore no longer on the Register:—

Barbizon—VI—B—415,165
S. Tom Phillips, New York, N. Y.
Reg. July 10, 1945 Cancelled Nov. 5, 1947

Prince's—VI—I—418,173
Boston Drug & Chem. Co., Boston, Mass.
Reg. Dec. 4, 1945 Cancelled Oct. 27, 1947

Prim—361,130—VI—D
The Randolph Drug Co., Detroit, Mich.
Reg. Oct. 11, 1938 Cancelled Oct. 29, 1947

Act of 1946

The following Trade-Marks were republished under terms of the above (Lanham Act) on December 9 and December 16, 1947. No opposition can be filed against them but they are all subject to cancellation proceedings.

American Family—IV—A—76,449
Reg. Jan. 18, 1910 James S. Kirk & Co., Chicago, Ill.
Republished by Procter & Gamble, Cincinnati, Ohio
D. U. Jan. 1, 1839

Brag—IV—A—77,640
Reg. Apr. 26, 1910 The Globe Soap Co., Cincinnati, Ohio
Republished by Procter & Gamble, Cincinnati, Ohio
D. U. Jan. 20, 1896

Chic—IV—A—80,999
Reg. Feb. 21, 1911 The Globe Soap Co., Cincinnati, Ohio
Republished by Procter & Gamble, Cincinnati, Ohio
D. U. Apr. 11, 1897

Easy Task—IV—A—67,528
Reg. Feb. 4, 1908 The Hewitt Bros. Soap Co., Dayton, Ohio.
Republished by Hewitt Soap Co., Inc., Dayton, Ohio
D. U. August 1887

Echo—IV—A—46,540
Reg. Sept. 26, 1905 William Waltke & Co., St. Louis, Mo.
Republished by Procter & Gamble, Cincinnati, Ohio
D. U. Oct. 21, 1887

Gondola—IV—A—80,419
Reg. Dec. 20, 1910 The Globe Soap Co., Cincinnati, Ohio.
Republished by Procter & Gamble, Cincinnati, Ohio
D. U. June 24, 1906

Health Glow—IV—A—88,091
Reg. Aug. 27, 1912 James S. Kirk & Co., Chicago, Ill.
Republished by Procter & Gamble, Cincinnati, Ohio
D. U. Apr. 8, 1912

Kamnasalve—VI—M—61,247
Reg. Mar. 12, 1907 Blanke-Baer Chem. Co., St. Louis, Mo.
Republished by Blanke-Baer Extract Preserving Co., St. Louis, Mo.
D. U. Oct. 23, 1901

Lana Oil—IV—A—25,429
Reg. Oct. 30, 1894 Graham Bros. & Co., Chicago, Ill.
Republished by The Hewitt Soap Co., Dayton, Ohio
D. U. Feb. 1, 1894.

O. K.—IV—A—69,573
Reg. June 23, 1908 James Pyle & Sons, Edgewater, N. J.
Republished by Procter & Gamble, Cincinnati, Ohio
D. U. 1860

Pearline—IV—A—33,775
Reg. Nov. 21, 1899 James Pyle & Sons, New York, N. Y.
Republished by Procter & Gamble, Cincinnati, Ohio
D. U. Aug. 1, 1877

Sopade—IV—M—70,940
Reg. Oct. 20, 1908 James Pyle & Sons, Edgewater, N. J.
Republished by Procter & Gamble, Cincinnati, Ohio
D. U. Mar. 31, 1908

Splendid—IV—A—55,475
Reg. Aug. 14, 1906 J. G. Haas Soap Co., St. Louis, Mo.
Republished by Procter & Gamble, Cincinnati, Ohio
D. U. Jan. 1, 1895

The following Trade-Marks were published in the Official Gazette of the U. S. Patent Office in Volume 605 (numbers 4-5) dated December 23 to December 30, 1947 and Volume 606 (numbers 1-3) dated January 6 to January 20, 1948, inclusive.

4:30 Painters and Mechanics Hand Cleaner and Shampoo (and des.).—IV—AI—518,479
North Products Corp., Chi., Ill.
Ser. Mar. 4, 1947 D. U. May 12, 1946

A Man's World—IV—I—506,153
Avon Prods., Inc., N. Y., N. Y.
Ser. July 24, 1946 D. U. Oct. 25, 1945

Abril—VI—M—510,465
Abril Corp., Ltd., London, Eng.
Ser. Oct. 9, 1946 D. U. Jan. 1, 1945

All or Nothing—VI—B—516,402
Lydia Emanuel, N. Y., N. Y.
Ser. Jan. 27, 1947 D. U. Jan. 2, 1947

Allegretto—VI—B—508,412
Claude Caron (Guermantes), Paris, Fr.
Ser. Sept. 3, 1946 D. U. Mar. 24, 1938

Ann Bra (and Port.)—VI—H—514,388
Young & Young Co., Detroit, Mich.
Ser. Dec. 15, 1946 D. U. Oct. 1, 1946

Atomicage (and des.)—VI—C—487,527
Ethel Schneider, N. Y., N. Y.
Ser. Aug. 24, 1945 D. U. Aug. 14, 1945

Baby Rose—IV—A—517,230
Armstrong Grocery Co., Sharon, Pa.
Ser. Feb. 10, 1947 D. U. 1946

Beauticillin—VI—C—488,590
William E. Hinds (Hinds Labs.)
Hillsboro, Oreg.
Ser. Sept. 17, 1945 D. U. Jan. 4, 1945

Blue Book—VI—B—505,475
Albert R. Bennett (Dube Parfum Co.)
Chicago, Ill.
Ser. July 12, 1946 D. U. July 3, 1946

Blue Isle—IV—A—498,995
Jaquet, Inc., N. Y., N. Y.
Ser. Mar. 26, 1946 D. U. Feb. 27, 1946

Blue Ribbon—VI—M—524,477
Procter & Gamble Co., Cin., Ohio
Ser. Jan. 19, 1947 D. U. Jan. 13, 1890

Bon-Ac Creme (and des.)—VI—H—525,519
Angleo Amenta (A. Amenta & Co.)
Paterson, N. J.
Ser. July 2, 1947 D. U. June 10, 1947

Bright Sail—IV—A—513,050
Gt. Atlantic & Pacific Tea Co., N. Y., N. Y.
Ser. Nov. 22, 1946 D. U. Jan. 4, 1945

Cobalt—VI—ABCH—517,513
Parfums Chinon, SARL, Montrouge, Fr.
Ser. Feb. 14, 1947 D. U. June 22, 1944

Cordelia—VI—C—508,361
Harry Adams, (Harlo Dist.), Watertown, N. Y.
Ser. Aug. 31, 1946 D. U. Mar. 20, 1946

Creme De Mist—VI—GH—507,878
Bahr's, Inc., (Creme de Mist Labs)
Sioux Falls, S. Dak.
Ser. Aug. 23, 1946 D. U. Feb. 1, 1943

Dealer's Choice—VI—BCH—508,420
Kay Daumit, Chicago, Ill.
Ser. Sept. 3, 1946 D. U. July 24, 1945

De Counts Cream—VI—CM—514,468
Bernhard J. Cohn (United Art Spec. Co.)
New York, N. Y.
Ser. Dec. 18, 1946 D. U. Oct. 1, 1946

Derby—IV—M—524,562
Procter & Gamble Co., Cin., Ohio
Ser. June 20, 1947 D. U. Nov. 28, 1884

Diamond Ce-Co (and des.)—VI—D—513,236
Chichester Chemical Co., Phila., Pa.
Ser. Nov. 26, 1946 D. U. Sug. 17, 1932

Domnitza—VI—ABCDEFH—510,938
Count Dorelis, Ltd., New York, N. Y.
Ser. Oct. 16, 1946 D. U. Aug. 15, 1946

Double Twist—VI—E—506,549
Revlon Prods. Corp., N. Y., N. Y.
Ser. July 30, 1946 D. U. June 18, 1946

Du-Ev—(and des.)—IV—M—521,508
Du-Ev Prods. Co., Inc., Bklyn., N. Y.
Ser. Apr. 29, 1947 D. U. Nov. 1937

Envoi De France—VI—B—516,129
Grenoville, S. A., Seine, Fr.
Ser. Jan. 22, 1947 D. U. June 12, 1945

Erusto—VI—T—515,581
Penns. Salt Mfg. Co., Phila., Pa.
Ser. Jan. 10, 1947 D. U. Aug. 8, 1946

"Eskimo"—VI—CH—519,255
Victor Brog (Gintone Labs.), Memphis, Tenn.
Ser. Mar. 19, 1947 D. U. Oct. 10, 1922

Glycox—VI—M—510,677
Glyco Prods. Co. Inc., Bklyn., N. Y.
Ser. Oct. 11, 1946 D. U. Apt. 10, 1946

Guermantes (and des.)—VI—B—508,408
Claude Caron (Guermantes), Paris, Fr.
Ser. Sept. 3, 1946 D. U. May 27, 1935

Hairmetique—VI—H—503,722
Hilda L. Friend (Hairmetique Dist.), N. Y., N. Y.
Ser. June 12, 1948 D. U. Mar. 30, 1946

Hermosa—VI—CH—505,491
Gertrude F. Rider, Portland, Oreg.
Ser. July 15, 1946 D. U. May 1, 1916
Reg. 435,579 Dec. 30, 1947

Hormocreme—VI—C—514,266
Betty Galowin (Galowin Toiletries)
New York, N. Y.
Ser. Dec. 14, 1946 D. U. Feb. 1, 1941

Isotox—VI—T—520,683
Calif. Spray Chem. Corp., Wilmington, Del.
Ser. Apr. 15, 1947 D. U. Sept. 18, 1945

Kirk's—IV—M—524,814
Procter & Gamble Co., Cin., Ohio
Ser. June 25, 1947 D. U. June 11, 1885

Kremay—VI—BCH—519,984
Catherine Ross, Chi., Ill.
Ser. Apr. 1, 1947 D. U. May 1934

La Vril—VI—C—519,276
Maurice Lavril, Eure., Fr.
Ser. Mar. 19, 1947 D. U. Oct. 6, 1945

L'Air De France—VI—B—515,706
Etablissements Rigaud, Inc., N. Y., N. Y.
Ser. Jan. 14, 1947 D. U. Jan. 10, 1947

Lano Balm—VI—C—523,546
Rudolph Schmucker (Lano Labs). New Ulm, Minn.
Ser. June 4, 1947 D. U. Feb. 15, 1943

Lanoleche—VI—C—518,119
N. Y. Make-Up Corp., N. Y., N. Y.
Ser. Feb. 24, 1947 D. U. July 30, 1946

Lanomilk—VI—C—518,120
N. Y. Make-Up Corp., N. Y., N. Y.
Ser. Feb. 24, 1947 D. U. July 30, 1946

Le Temps Retrouve—508,410—B—VI
Claude Caron—(Guermantes), Paris, Fr.
Ser. Sept. 3, 1946 D. U. July 20, 1944

L'Heur Volay (and des.)—VI—B—514,156
Volay of Paris Co., Kalamazoo, Mich.
Ser. Dec. 12, 1946 D. U. Oct. 3, 1946

Lonely—VI—B—505,478
Albert R. Bennett (Dube Parfum Co.)
Chicago, Ill.
Ser. July 12, 1946 D. U. July 3, 1948

M-Lab—VI—C—517,000
Renee Redonnett, Inc., Boston, Mass.
Ser. Feb. 5, 1947 D. U. Dec. 9, 1946

Mask Your Age (and des.)—VI—C—504,913
Leonid de Lescinskis, N. Y., N. Y.
Ser. July 1, 1946 D. U. May 1, 1946

(Continued on page 394)

THE VANDERBILT LABORATORIES — EAST NORWALK, CONNECTICUT

Veegum

Magnesium Aluminum Silicate

VEEGUM is a hydrophyllic colloid forming high viscosity gels at low solids.

Its unique combination of properties points to various applications...as a binder, emulsifier, lubricant, film former, dispersant, suspending agent and thickener.

Literature and samples on request

R. T. VANDERBILT CO., INC. • *Specialties Department* • 230 PARK AVENUE, NEW YORK 17, N. Y.

CHEMICAL KESSCO PRODUCTS SPECIALTIES

KESSCO WAX "A-21"

ACID EMULSIFIER

FOR

ANTI-PERSPIRANTS and DEODORANTS

BUTYL STEARATE — DIGLYCOL STEARATE

GLYCERYL MONO STEARATE

PROPYLENE GLYCOL MONO STEARATE

FOR USE IN

COSMETICS • PHARMACEUTICALS • ALLIED TRADES

KESSLER CHEMICAL CO., INC.

ESTABLISHED 1921

STATE ROAD and COTTMAN AVE. PHILADELPHIA 35, PA.

Patent Thoughts and Trends

By THOMAS CIFELLI, Jr., Patent Attorney

Shaving and Cosmetic Preparations

Two patents relating to these preparations were recently won by The J. B. Williams Company on inventions of H. H. Guest. One patent (U. S. 2,435,828) deals with some new derivatives of fatty acids and the second patent (U. S. 2,435,829) involves the corresponding soaps made from the fatty acid derivatives of U. S. 2,435,828.

The fatty acid derivatives are said to be especially valuable in the manufacture of soaps and as ingredients in cosmetic preparations, enhancing the water-retaining properties of the latter. Also the new fatty acid chemicals are claimed to be useful in the preparation of brushless shaving creams and cosmetic lotions. According to the patentee, they combine the advantages of the partial esters, such as glycerol monstearate, and those of the soaps prepared industrially from coconut oil. Of special interest to cost-conscious individuals is the fact that the new fatty acids are capable of being prepared from domestically-available raw materials, as contrasted with coconut oil, which must be imported.

The corresponding soaps covered by the second Guest patent are said to be readily soluble in hard water, and even in sea water. They are rapid foam-producers and form a lather which holds much more water than the lather of soaps made by saponifying coconut acids. They also have the very desirable property of being mild or bland in feeling when applied to the face or skin. They have improved emollient and hair-softening properties, and do not dry on the skin, as the soaps of the coconut group now generally used, are said to do. Furthermore, the new soaps are claimed not to form jelly-like soaps and are said to be quite valuable for use in shaving creams, shaving soaps and cosmetic preparations requiring a softening or emulsifying agent.

The new fatty acid derivatives that do the tricks above-claimed are alpha-hydroxy-ethers of fatty acids, more particularly the higher fatty acids. Examples of such compounds are alpha-(2, 3-propandiol-1-ether)-octadecanoic acid; alpha-(2-ethanol-1-ether) octadecaroic acid and alpha-(propane-2-ol-1-ether) octadecanoic acid.

An indication of the method employed in preparing these materials is given by the following example, taken from patent No. 2,435,828.

Preparation of α-Glyceryl Stearic Acid

A. Preparation of alkali metal glycerinate.

Glycerol in the amount of 200 grams was dehydrated by distilling it with 100 grams of xylene, first at atmospheric pressure, and then under reduced pressure, until all the water and hydrocarbon were removed, including a small amount of glycerol. At the same time sodium ethylate was prepared by dissolving 5 grams of sodium in 100 grams of absolute ethanol. This solution was added to the anhydrous glycerol, and ethanol distilled off. There was thus obtained a solution of sodium glycerinate in glycerol.

B. Preparation of α-glyceryl stearic acid.

The methyl ester of alpha-bromostearic acid in the amount of 45 grams was dissolved in 50 grams of xylene and the resulting solution added to the solution of sodium glycerinate in glycerol. The mixture was subjected to mechanical stirring, and heated to the reflux temperature in a reflux column for one-half hour. At the end of this time the ester had reacted with the alkali metal glycerinate to form sodium α-glyceryl stearate, methanol, and sodium bromide.

The resulting paste was dissolved in water and acidified with 10 per cent sulfuric acid. This resulted in the conversion of the sodium salt to the substituted fatty acid, which separated from the lower aqueous layer. Separation of the acid could be facilitated by the addition of further amounts of xylene or other solvent, if necessary.

The pure acid was obtained when the solvent was removed by distillation. It was identified as α-glyceryl stearic acid having structural formula:

$C_{14}H_{22}.CH.O\ CH_2.\ CHOH.\ CH_2OH$
$COOH$

The compound may also be named α-(2, 3 propanediol-1-ether) octadecanoic acid. Its saponification number was 150 and its acetyl number 245, agreeing exactly with the calculated values for this acid.

The companion patent (U. S. 2,435,-829) deals with the alkali metal and alkanolamine salts or soaps of the fatty acids of U. S. 2,435,828. These salts can be prepared from these fatty acids by neutralization with the selected base. While this method is said to be especially useful for preparing the alkanolamine soaps, since it is not possible to prepare them by the above-described process as undesirable amino compounds are formed under those conditions, it is ordinarily unnecessary in the preparation of the alkali metal soaps to prepare the acid first and then neutralize it to form the soap. The final acidification step is omitted, the desired salt being formed as one of the products of the reaction.

A shaving cream having the following formula can be made:

Potassium soap of alpha-glyceryl stearic acid	30 parts
Stearic acid	30 parts
Potassium hydroxide solution (Specific Gravity = 1.5)	12 parts
Water	28 parts

All parts are by weight.

Among other patents dealing with this subject are two others granted to the same inventor, U. S. 2,277,015 and 2,277,016, and U. S. 2,109,929, issued to Rigby.

Vanillin

Four mid-western inventors collaborated in developing a process for making vanillin from lignosulfonates. As a result, U. S. 2,434,626 was issued recently, the patent being assigned to Salvo Chemical Corporation of Wisconsin.

Salvesen, Brink, Diddams and Owzarski, the inventors, disclose in the patent that good vanillin yields can be obtained by treating the lignosulfonates in caustic alkaline solutions with gaseous oxygen and air, at temperatures around 160°C., with a cooking time of 60 to 110 minutes, and by arranging for oxygen consumption of about 25 to 35 grams of oxygen per 100 grams lignin equivalent of the lignosulfonate present in the cooking mixture. A practical range of cooking temperature is said to be between 140° and 170°C., with corresponding cooking temperatures from 3 hours at the lowest to 70 minutes at the highest temperature.

As might be supposed, considerable work has been done over the years in trying to develop a commercially-

feasible process for making vanillin, utilizing lignin as a raw material. A patent which appeared to disclose a process for materially increasing the vanillin yield was U. S. 2,187,366, issued in 1930 to a German, Leo Schulz. This patent, which was vested by the U. S. Alien Property Custodian about 5 years ago, involved a process utilizing aromatic nitro-compounds, in particular nitro-benzene. Rather large amounts of nitro-benzene are required in the process. Other disadvantages of the nitro-benzene process are that the nitro-benzene is reduced to by-products which cannot be regenerated for re-use and which complicate the isolation of the vanillin itself.

The use of gaseous oxygen or air was taught before the Salvo patent. For example, in U. S. application, Serial No. 318,386, vanillin formation from lignin in alkaline solution, in the presence of gaseous oxygen or air, was taught. Cooking temperatures up to 140°C. were employed in the latter process, which was also a German-developed one, this accounting for the fact that the patent application, contrary to usual practice, was published, after vesting by the Alien Property Custodian.

Motion Sickness and Preventive

If one wished to write something with a "bang" and with wide interest it is extremely doubtful if he would consult the patent literature as a source of human interest material. Yet it is believed that one could look far and wide before coming up with a story containing more emotional appeal than that apparent amidst the cold, scientific exposition given in U. S. 2,434,635, issued to L. L. Barrow of the U. S. Army, and open for governmental purposes royalty-free.

It was found from various observations that the incidence of motion sickness varies, depending on the type of boats, condition of the sea, duration of exposure, and acclimation to the motion. For example, a series of tests involving approximately one hundred closely observed cases showed 20 per cent incidence after two hours exposure. In other series of tests run on three hundred individuals in open landing craft after approximately twelve hours showed an incidence of 16 per cent. Another large group consisting of about eight hundred and fifty men exposed for four and one-half hours in open landing craft reported incidence of 12 per cent to 14 per cent. A fourth group consisting of thirty boatmen with approximately three months training in land craft were exposed for twenty-four hours to the motion of the boat with no incidence of motion sickness.

It was found that the susceptibility to motion sickness has been increased in closed cabins or covered boats.

The two combinations of drugs administered in these tests and which form subject matter of this application are listed below:

Formula A

	Grams
Sodium iso-amyl ethyl barbiturate	1
Scopolamine hydrobromide	1/300
Atropine sulphate	1/400
Lactose, q. s. ad	V

Formula B

	Grams
Sodium iso-amyl ethyl barbiturate	1
Scopolamine hydrobromide	1/300
Atropine sulphate	1/400
Amphetamine sulphate	1/15

The functions of the various ingredients used in Formula A and Formula B are as follows:

Formula A

Sodium Iso-amyl Ethyl Barbiturate; and Scopolamine Hydrobromide

These drugs act on the "higher psychic function" of the cortex which is utilized in receiving and interpreting the motion. By this action the awareness of the environment is decreased sufficiently to prevent onset of symptoms of motion sickness. There has been no impairment of efficiency or sensitivity to these drugs noted on the individuals tested.

Atropine Sulphate

X-ray studies have demonstrated that motion sickness produces atony of the gastric musculature and pylorospasm. As the motion sickness progresses, reverse peristalsis ensues with resulting vomiting or expelling of the contents of the stomach. For this reason atropine sulphate is used because of its action on the anatomical nervous system in relaxing the pyloric sphincter, and to establish a normal gradient or normal peristalsis. There has been no impairment of efficiency or sensitivity to this drug noted on the individuals tested.

Lactose

Used as a filler or carrier and has no therapeutic action.

Formula B

As this formula is a modification of Formula A, in which the last ingredient is changed, for an explanation of the functions of ingredients 1 to 3, see the explanation of the same ingredients in Formula A.

Other Patents

U. S. 2,431,463—**American Cyanamid—Vitamin B_6 Intermediates (dialkyl ester of 2-methyl-4, 5-dicarboxy pyridone-6).**

U. S. 2,431,553—**W. F. Hamilton—Local Anesthetic Solutions Stabilized with Salicylic Acid.**

U. S. 2,431,558—**Winthrop-Stearns—Vasodilator Compositions comprising alkyl Nicotinates.**

U. S. 2,431,882—**Anne Morten—Hair Drying and Scalp Treating Form.**

U. S. 2,431,967—**American Cyanamid—Alkyl Esters of Alpha-Acylamino, Beta-Carboalkoxymethyl Mercapto Suberic Acid. Biotin Intermediates.**

U. S. 2,431,969—**U. S. A.—Fluorination of Perchlorohexatriene.**

U. S. 2,432,016—**CIBA—2-Substituted Furan-3, 4-dicarboxylic Acids.**

U. S. Reissue 22,944—**Givaudan-Delawanna—Nitro Derivative of Tertiary Butyl Hemimellitene-Synthetic Musk.**

U. S. 2,432,181—**Colgate—Vitamin Recovery.**

U. S. 2,432,217—**W. R. Warner—Process for Extracting Physiologically Active Principles.**

U. S. 2,432,429-2,432,478—**du Pont—Methionine Process.**

U. S. 2,432,438-2,432,439—**Hoffmann-LaRoche—Saccharosonic Acids (vitamin C) Preparation.**

U. S. 2,432,585—**Walter Pohl et al—Hair Curling Device.**

U. S. 2,432,638—**U. S. A.—Isolation of Penicillin.**

U. S. 2,432,698—**Abraham Taub—Vitamin A or D-containing composition stabilized with a Nicotinic and Nucleus Compound and a Natural Vegetative Antioxidant.**

U. S. 2,432,797—**British Government—Organic Thiol Anti-toxic Agents.**

U. S. 2,432,905—**Lilly—N-Substituted Phthalimides. Intermediates for Anti-malarials.**

U. S. 2,432,946—**Societe Anonyme Teco—Apparatus for the Use of Medicinal Aerosols.**

U. S. 2,432,970—**Burroughs Wellcome—Method of Reducing Bacterial Pyrogen Content of Parenteral Solutions.**

THERE IS NOTHING BETTER THAN

Italian TALC

The Standard for Over 50 Years

Italian Talc is, and always has been, the recognized standard in the cosmetic industry. In France, as in other countries, users of talc turn to Italy, where the natural rockstone produces a superfine product. It combines in the highest degree the features most desired. It has an unusual, silky texture.

The world's leaders use only Italian Talc.

CHARLES MATHIEU INCORPORATED

Representatives in the United States and Canada of the Italian Producers

77 RIVER STREET, HOBOKEN, NEW JERSEY

GUMS *Chemicals and Oils*

(CRUDE, POWDERED)

GUMS:

GUM ARABIC
GUM ARABIC BLEACHED
GUM GHATTI
GUM KARAYA (Indian)
GUM TRAGACANTH
GUM EGYPTIAN
GUM LOCUST (Carob Flour)
QUINCE SEED

★

CASEIN

SPECIALTIES:

MENTHOL (Crystals)
★
TARTARIC ACID
★
CREAM OF TARTAR
★
EGG ALBUMEN
EGG YOLK
BLOOD ALBUMEN
★
JAPAN WAX
CANDELILLA WAX

REPRESENTATIVES:

CHICAGO: CLARENCE MORGAN, INC.
BOSTON, MASS.: P. A. HOUGHTON, INC.
PHILADELPHIA: R. PELTZ & CO.
ST. LOUIS: H. A. BAUMSTARK & CO.
LOS ANGELES: JOHN A. HUGHES

PAUL A. DUNKEL & CO., *Inc.*,

1 WALL STREET
NEW YORK 5, N.Y.
Hanover 2-3750

IMPORTERS AND EXPORTERS

CHICAGO: 919 N. MICHIGAN AVE., TEL. SUP. 2462

Compounder's Corner

Classification of Insect Repellents

In a review of recent work on chemicals used as insect repellents, S. R. Christophers (J. Hygeine *45: 176, 1947) states that three types of compounds can be effective:* (1) *Unsaturated long chain alcohols, aldehydes and phenolic compounds; most essential oils, oil of citronella acting because of its citronellal.* (2) *High boiling esters of the methyl series, with acids of various molecular weights, e.g. phthalic, adipic, cinnamic, citric.* (3) *High boiling alcohols, especially diols, not necessarily unsaturated, nor containing methyl series of groups, such as Rutger 612 or 2-ethylhexane-1:3-diol.*

Deodorants

Since ancient times, says A. M. G. Rutten (*Alchemist* 1: 268, 1947), attempts have been made to mask body odor by means of aromatics such as hyssop, musk and sandalwood. Modern developments of the cosmetic industry offer more effective products for the treatment of hyperidrosis. In the opinion of this European worker, a good deodorant should meet the following requirements: (a) a good bactericidal action, (2) a deodorant and astringent action, (3) perfect perfuming and freedom from toxicity. Among the materials frequently used as astringents are formaldehyde and formaldehyde compounds, salicylates, sulphophenylates, zinc, aluminum or magnesium sulfates and acetates, tannoform, and urotropine salicylate. Among the many antiseptics frequently used, according to Rutten, are thymol, the esters of para-hydroxybenzoic acid, ortho-oxyquinoline sulfate chloromine, halogenated phenols like para-chloromonophenol, and phenoxetol. Also very suitable are the alkyl esters of vanillin acid, especially the methyl, ethyl and propyl esters.

The best form for applying these agents are as liquids and creams because they act most rapidly in such media. Several formulas for liquid deodorants are given, one of which is as follows:

Aluminum chloride	18.0
Propylene glycol	3.0
Alcohol	10.0
Methyl para-hydroxy-benzoate	0.1
Distilled water	68.4
Non-irritant perfume	0.5

Another liquid preparation consists of:

Zinc chloride	3.0
Aluminum chloride	2.0
Glycerine	5.0
Salicylic acid	0.5
Alcohol	12.0
Distilled water	67.0
Perfume	0.5

The reaction of the resulting liquids is acid, due to a partial hydrolysis of the metallic salts. When tinting the solutions, allowance must be made for this reaction. Indicators such as methyl orange and methyl red are quite effective for a rose tint; methyl violet is suitable for a blue tint.

Preparation of deodorant creams, says Rutten, does not offer any technical difficulties. An example of such a preparation is as follows:

Glyceryl monostearate	15.0
Cocoa butter	3.0
Propylene glycol	5.0
Formalin	2.0
Ortho-Oxyquinoline sulfate	3.0
Distilled water	71.0
Perfume	1.0

Another formula for a deodorant cream calls for the use of:

Basic aluminum acetate	15.0
Sodium benzoate	1.0
Vanishing cream	83.0
Perfume	1.0

Powdered deodorants are especially useful in cases of perspiration of the feet. The painful conditions occasioned by maceration of the epidermis can be treated and prevented by means of a foot powder containing a fatty material such as lanolin. A suitable product can be made from:

Tannaform	2.0
Salicylic acid	2.0
Lanolin	4.0
Talc	87.0

First dissolve the lanolin in some ether, mix with the powder and stir until the ether odor has disappeared. Finally perfume the powder.

Deodorant sticks are prepared by simply melting the ingredients, perfuming and finally filling them into molds. A suitable mixture is:

Solid paraffin	12.0
Spermaceti	3.0
Petroleum jelly	23.5
White wax	21.0
Liquid paraffin	32.0
Urotropine	6.5
Perfume	1.0

Improved Aromatic Elixir

On the basis of their own experience, as well as criticisms by other workers, G. J. Sperandio and C. O. Lee (J. A. Ph. A., *Proct. Ed. 9: 24, 1948*) *believe that Aromatic Elixir, U. S. P. is one of the most difficult preparations to make. Since aromatic elixir is a stable, pleasant-tasting, generally compatible and valuable vehicle for dispensing, they felt justified in trying to simplify the procedure for making it. Using calcium phosphate as the dispensing agent, they developed the following modified formula and procedure for making aromatic elixir:*

Compound spirit of orange	12 cc.
Calcium phosphate	50 Gm
Syrup	375 cc.
Alcohol,	
Distilled water, of each, enough to make	1000 cc

Thoroughly mix the compound spirit of orange with the calcium phosphate in a mortar and transfer the mixture to a filter paper which has been previously wetted with a 25% solution of alcohol. Next pass 650 cc. of the 25% alcohol through the filter. Add syrup to clear filtrate and mix well.

The elixir can be prepared by this procedure in about twenty minutes, whereas many hours are needed to prepare the official elixir because of the time required for clarification and filtering.

Sperandio and Lee feel that by using chemicals of Pharmacopoeial quality and the exercise of careful technique, this modified formula and procedure offers decided advantages over the official

LAUTIER FILS

Natural and Aromatic Raw Materials
Essential Oils
for

Perfumery •

Cosmetics •

Soap •

Lautier Fils

INCORPORATED
154-158 WEST 18th STREET NEW YORK 11, N. Y.
Grasse Paris London Beyrouth
MANUFACTURERS OF QUALITY RAW MATERIALS FOR PERFUMERY FOR OVER 100 YEARS

AMIE PRODUCTS, INC.

Private Label Cosmetic Manufacturer

Modern equipment for Creams,
Lotions, Powders, Toilet
Waters and Perfumes.

We invite your inquiries

15 PARK ROW • NEW YORK 7, N. Y.
BEekman 3-6440

ZINC OXIDE

Genuine French Process
Medicinal and Pharmaceutical Grades

•

ZINC CARBONATE • ZINC STEARATE
SODIUM STEARATE

SACCHARIN USP

Soluble and Insoluble Powder
Granules • Crystals

•

ANETHOL N.F. ANISE OIL USP
ANTIPYRENE AMINOPYRENE PHENACETIN
ASPIRIN BARBITURATES SULFA DRUGS

•

DRUGS
FINE CHEMICALS PHARMACEUTICALS

BENDIX CHEMICAL
CORPORATION
422 Lexington Ave., New York 17, N. Y.

method. First of all, the process is not time consuming. Secondly, the finished elixir is just as good as and perhaps better than the official elixir with respect to odor, taste and clarity. The modified elixir has not been observed after long periods of storage, but there is nothing to indicate that it would deteriorate.

Drug Extraction with Ion Exchange Resins

The possibilities of improved and less expensive drug extraction by ion exchange resins is indicated in a report in the *Pharmaceutical Journal* (159: 412, 1947). It is pointed out that about ten years ago improved synthetic organic resins made it possible to attack the problem of separating numerous constitutents from solutions intended for drug production. Formerly this was limited to the removal of simple bases or acids. Thus the acidic resins of the carboxylic acid group could remove the lime, magnesia, and other bases from water in the form of a resinous salt, while the acid remaining in the solution was next removed by amines of the basic resin group. In either instance, the resin could then be regenerated by simply dissolving off the base or acid material, by digesting it in suitable solvents. What is known as anion exchange removes the acid, while cation exchange removes the base material. When once this has been fully established, the importance for the extraction of all kinds of drugs and chemicals which ordinarily gave much trouble to separate, was appreciated, but necessitated much research. Although the cost of the synthetic resins make the outlay high initially, the fact that they can be regenerated again and again with small loss, means the eventually they represent one of the most economical systems. The determination of this first cost is influenced by the type of resin specified, the nature of the regenerant solution for the reclamation treatment, the proportion of removal required, and the quantity of solution to be handled.

Among some of the processes which have been developed since the war is the recovery of tartaric acid from wine lees and vegetable juices. These raw materials formerly required lengthy distillation, boiling under pressure, and different treatments with calcium carbonate and sulphuric acid, but to-day, with the synthetic resin, permit an almost direct extraction. A similar type of anion exchange resin is used for the removal of formic acid from formaldehyde, which on testing should show either neutral or only faintly acid reaction. The cation exchange resin takes out copper and various bases where acid recovery is wanted. Amino acids are now recovered from the protein solution by selective absorption by resins. The impurities contained pass along and are discarded, while the recovered acids are simply dissolved off the surfaces of the resins and give a solution of pure amino acids.

During the war, portable plants using ion exchange were designed so that quinine concentrate could be recovered from wet bark as found in the field, thus eliminating the need for shipping the raw material. Another recent use of the cation exchanger is in the recovery of high quality pectin from grapefruit hulls, which formerly found little useful service.

However, at the present time, the use of synthetic resins for recovery of costly drug materials by ion exchange is considered to be little beyond the infancy stage, and developments in the future indicate possibilities of much cheaper production which will no doubt be followed with interest.

Study on Hormone Cream

The question of whether or not the amount of estrogen present in a hormone cream is capable of producing systemic effects is an important one. The study reported by J. Eidelsberg (Am. J. Med. Sciences *214:630, 1947*) *lends weight to a negative answer. In his work a cream containing 7,500 International Units (I. U.) of natural estrogenic hormone (essentially estrone and estrodiol) per ounce of base was used: the base consisting of:*

Lanolin, anhydrous	**22.0**	**per cent**
Petrolatum, white	**40.0**	**" "**
Petrolatum, yellow	**6.0**	**" "**
Cholesterol	**1.0**	**" "**
Mineral oil, heavy	**20.0**	**" "**
Lecithin	**0.5**	**" "**
Distilled water	**10.0**	**" "**
Perfume	**0.5**	**" "**

Using urinary estrogen output and vaginal smears as indexes of systemic effects, a total of 14 patients were studied; their ages ranging from 18 to 56 years In addition, 4 women were used as untreated controls.

Eidelsberg found that the fluctuations in estrogen excretion in the four untreated controls and in the 14 patients before and during the use of the estrogen cream by facial inunction were similar in pattern and not significantly different in amount. Likewise, their vaginal smears appeared to show no significant alteration in cytological cycles. Therefore, he concludes, in the amounts and by the method applied (3,750 I. U. per week, or +535 I. U. daily) the estrogen cream does not appear to produce any systemic effect.

Lotion With An Acid pH

In 1942 there was developed for inclusion in the New York Hospital Formulary a "baby lotion" consisting of emulsion of fatty materials with a pH of about 8.5. It was thought that such an emulsion would be an effective cleanser of the newborn infant's skin, by virtue of its ability to remove both water-soluble and oil-soluble debris and that it would also provide an emollient action. Such a lotion would be preferable to an oil for the mother or nurse to apply. Clinical trials proved that the lotion was non-irritant to infant's skin. Nevertheless, it was thought that a lotion with a pH nearer to that of the normal skin would be desirable. No report of a stable acid emulsion has been found in pharmaceutical literature, but the advent of many new non-ionic surface-active agents would suggest their use as emulsifying agents in neutral or acid lotions. After experiments with a number of the newer surface active agents, K. E. Avis (*Am. J. Pharm.* 119:271, 1947) selected the following as being the most satisfactory:

Lanolin, anhydrous	**6.4**	**per cent**
Liquid petrolatum, heavy	**8.8**	**" "**
Sesame oil, N. F.	**1.1**	**" "**
Corn oil	**1.1**	**" "**
"Emcol MS-16"	**2.0**	**" "**
Methylcellulose, (400 centi-poises) 2% mucilage	**20.0**	**" "**
Propylene glycol	**20.0**	**" "**
Water	**40.6**	**" "**

The lotion, passed through a homogenizer to produce a smooth emulsion, had a pH of 3.6 and was stable after one year. In skin tests, no reddening or other indications of irritation were observed. In the opinion of Avis, the non-irritant character and the composition of the product would suggest its use as a baby lotion. With modifications, it should also be adaptable to other dermatologic preparations. "Emcol M S-16" (Emulsol Corp., Chicago 3, Ill.), the emulsifier used to make this lotion is a blend of glyceryl monosterate and a quaternary ammonium compound.

GUMS

ARABIC-Sorts, Granular, Powder
KARAYA-Powder
LOCUST BEAN-Powder
TRAGACANTH-All Grades, Whole, Granular, Powder

GELLOID

(Pure Calcium Carragheen Sulfate)
Emulsifier
Stabilizing Agent
Thickening Agent

JACQUES WOLF & CO.

Manufacturing Chemists and Importers
PASSAIC, N. J.

California Branch--339 East 2nd Street
LOS ANGELES, CALIF.

ESSENTIAL OILS AND AROMATIC PRODUCTS

Our Selection of the Month

EFFICIENCY · RELIABILITY

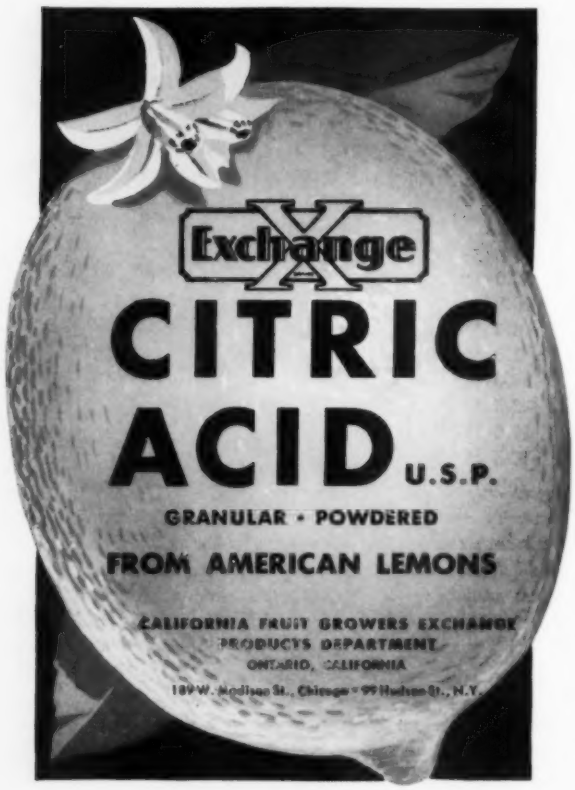
SPICE BOUQUET S

• A gay, provocative, all-purpose fragrance and only $8.50 per lb.

Let us quote on your needs — no matter how large or small.

EDWARD REMUS & CO., Inc.

11 WEST 42nd STREET · NEW YORK 18, N. Y.
Cable Address: EDSUMER NEW YORK
Mid-Western Office
806 DELAWARE ST. · KANSAS CITY 6, MO.



ATTENTION—PERFUMERS

Adjust Your Formulæ By Using Our

SUBSTITUTES of PROVEN MERIT

Hydroxy Citronellal
Geraniol
Citronellal
Rhodinol

AVAILABLE

Other Replacements for Aromatic Chemicals, Essential, and Flower Oils

SOAP and COSMETIC PERFUMES
INDUSTRIAL ODOR MASKS

SAMPLES ON REQUEST

SEELEY & CO., INC.

136 LIBERTY STREET NEW YORK 6, N.Y.

Factories & Warehouses
FARMINGDALE, L. I., N. Y. NYACK, N. Y.
LOS ANGELES, CALIF.

READERS' QUESTIONS

ALL PURPOSE CREAM: I am interested in securing a formula for an all purpose cream, having a slight cooling effect with a fairly soft texture and made of ingredients that will be non-irritating to the maker as well as to the user. If possible, it should also have a very slight, clean perfume odor. Rochester.

As a base for making such a cream, I would suggest that you try the following, varying the proportions as required to meet your needs:

Mineral oil 65/75	**51.0**	**parts**
Spermaceti	**6.5**	"
Stearic acid, triple pressed	**6.4**	"
Beeswax	**2.5**	"
Triethanolamine	**0.8**	"
Borax	**0.8**	"
Glycerine	**1.0**	"
Water	**31.0**	"
Perfume		**sufficient**

Melt the fats and waxes together and bring to 70°C. Separately, place all the water soluble materials in another kettle and bring to the same temperature. Add this solution to the first with rapid stirring. Perfume at 50°C. and pour at about 45°C.

A cooling effect is obtained, of course, by evaporation of the water in the cream. However, if a more positive cooling action is desired, I would suggest the incorporation of a small proportion of menthol; not exceeding one-fourth of one per cent. Insofar as freedom from irritation is concerned, there can be no guarantee on that score. The menthol will give a clean odor but if you want something other than a menthol odor, I would suggest that you contact your own perfumer, who I am sure will be glad to help you.

WATERLESS HAND CLEANER: For some time I have dabbled with mechanics hand soaps. Recently one came to my attention that was waterless, that is, it needs no water to rinse it off. It is spread, removes dirt and grime and wiped clean. Would you be kind enough to furnish me with a formula for making such a product? Cincinnati.

I think that you will find what you want by using the following formula as a working basis:

(A)	**Glyceryl monostearate**	**1.75 oz.**
	Sodium hydroxide	**2.50 oz.**
	Water	**3.00 qt.**
	Heat to boiling	
(B)	**Stearic acid**	**2.50 oz.**
	Mineral oil	**2.50 oz.**
	Paraffin wax	**11.50 oz.**
	Spermaceti	**7.00 oz.**
	Perfume	**0.20 oz.**

Heat on a water bath until all is melted. Pour solution B into solution A with constant stirring, until cold.

WAVE SET PROBLEM: I have been making a wave set lotion containing tragacanth and about two per cent of glycerine as a plasticizer. I have found, however, that when used on the hair, the wave set flakes off after a day or so and forms dandruff like particles on the hair. What would you suggest to overcome this flaking? Is it possible to use sodium alginate in making wave set? Brooklyn.

I think you will find that most of your trouble can be eliminated by increasing the proportion of glycerine to about five per cent. This serves as an effective hygroscopic plasticizer to form a flexible film on the hair that will not dry out too rapidly. Sodium alginate is an excellent material for making wave sets. The viscosity of the solution can be controlled by the amount of sodium alginate used, or less alginate can be employed and the viscosity regulated by the use of calcium citrate.

NOSE DROPS: I have been looking for a well balanced, effective formula for nose drops. It should, of course, contain ephedrine and I would like to incorporate a small amount of menthol to impart a soothing, cooling effect. Any information will be greatly appreciated. Trenton.

A product which I think will meet your requirements was developed several years ago by Hope at the U. S. Marine Hospital at Seattle, Washington. This consists of:

Ephedrine sulfate	**2.0 Gm.**
Chlorobutanol	**0.5 Gm.**
Menthol	**0.1 Gm.**
Alcohol	**2.0 cc.**
Dextrose	**8.0 Gm.**
Glycerine	**3.0 cc.**
Distilled water, to make	**100.00 cc.**

ALCOHOL FREE ANTI-PERSPIRANT: Can you give me a formula for a non-alcoholic liquid anti-perspirant? Los Angeles.

A simple non-alcoholic anti-perspirant can be made by dissolving 13 per cent of aluminum chloride in distilled water. This makes a quite satisfactory product. The addition of urea is recommended as a buffer, making the action milder and thus reducing chances of irritation. This can be made from:

Aluminum chloride	**130**
Urea	**30**
Distilled water	**840**

Dissolve aluminum chloride and urea in the water and filter. The use of a filter press is recommended, but filtration through paper with the aid of diatomateous earth (kieselgur) will do. The solution should not come in contact with metal, especially not with iron.

Advancing Therapy

Blood Plasma and Gastrointestinal Disorders

During the war R. deR. Barondes (*Military Surg.* 101:306, 1947) observed that desiccated blood plasma, when given orally, exerted beneficial effects on such gastrointestinal disorders as hyperchlorhydria, gastritis, enteritis, ulcerous and malignant processes and diarrheas. Blood plasma acts as a buffer for gastric acidity, exerts a soothing influence on inflamed and diseased tissues, is a fibrinogenic agent through its plasma globulin content, aids tissue regeneration and possesses antitoxic and antibiotic properties. In addition, it aids in the capacity to fabricate antibodies and increases resistance to infection. The dried plasma is well tolerated when mixed with palatable cool mixtures. Hot fluids are not used as excipients because coagulation of the plasma then readily occurs with loss in its therapeutic properties. An excellent agent for the incorporation of the plasma is apple powder, which is likewise a valuable agent in treatment of gastrointestinal disorders. Blood plasma is superior to the amino acids and protein hydrolysates in quickly combating hypoproteinemia, maintaining nitrogen balance and restoring the electrolyte equilibrium. This would be especially so in the presence of a severely damaged liver.

Acne Rosacea Due to B Vitamin Deficiency

Acne rosacea ("brandy face") belongs to that group of cutaneous diseases which have been attributed to many causes. Although avitaminosis has been mentioned as one of the possible causes of acne rosacea, it was never considered as the primary cause in most or possibly all cases. Studies of cases in which large doses of vitamin B complex were used support the contention of L. Tulipan (*Arch. Dermat. & Syphil.* 56:589, 1947) that vitamin B deficiency is the primary cause in most or possibly all cases. He believes that all causative factors previously mentioned in the literature are only underlying or contributing and not primary. Achlorhydria was observed in only 30 per cent of the cases in his experience and dilute hydrochloric acid as a therapeutic adjunct was found to be not necessary. In many cases of rosacea there is a decided sensitivity to both roentgen and ultra-violet rays. Roentgen ray therapy is of limited value.

Antiallergic Properties of Vitamin D

In 1939, A. Dainow demonstrated that intramuscular injections of vitamins A and D into patients with occupational dermatitis made possible continuation of work with the noxious substances. The lesions disappeared and the patients became desensitized. As a result of continued studies, he now reports (*Dermatologica* 94:130, 1947, through *J. A. M. A.* 135:803, 1947) experiments which demonstrated that the injection of massive does of vitamin D_2, or calciferol, into guinea pigs prevents the development of bronchospasm, which is ordinarily produced in these animals by the inhalation of aerosols of histamine and acetylcholine. The antagonism between vitamin D_2 and the substances that play an important part in the production of allergic phenomena suggests that calciferol has antiallergic properties. This explains the earlier observation that occupational eczemas can be favorably influenced by vitamin D_2.

Chlorophyll for Dermatoses

When other measures had failed to relieve the symptoms of varied type dermatoses in 40 patients, W. D. Langley and W. S. Morgan (*Pennsylvania Med. J.* 51:44, 1947) resorted to the use of water-soluble chlorophyll. One of the most gratifying results of application of water-soluble chlorophyll was its ability to relieve itching and burning. This alleviation was welcomed by the patient, who in many instances became comfortable for the first time in weeks or months. Thirty-six of the 40 patients also obtained objective improvement, whereas 4 did not improve. Thirty-two of the 36 were clinically cured. These workers are unable to explain the mode of action of chlorophyll but suggest that it may provide some factor which inflamed tissues need for healing.

Reactions to Intravenous Solutions

Pyrogenic reactions from intravenous solutions, says L. Roademaker (*J. A. M. A.* 135:1140, 1947), remain a problem in many hospitals even though the means for eliminating such reactions entirely are well known. He points out that immediate sterilization after proper distillation will eliminate pyrogen from solutions, provided that glass containers are similarly sterilized after cleansing and rinsing with distilled water. Periodic cleansing of distilling apparatus is necessary. Immediate sterilization after rinsing with distilled water is necessary to prevent production of pyrogen in moisture films within tubing, needles and glassware. Use of disposable tubing and sets will eliminate reactions due to these factors. Cleansing of tubing just before administration of fluids by wasting 100 cc. or more of the solution and thus rinsing the apparatus will prevent reactions if nondisposable tubing is used, and is always a safety factor if there is doubt of the complete absence of pyrogen in tubing.

Topical Penicillin Evaluation

An evaluation of penicillin in topical therapy has been reported by J. L. Miller, J. J. Rodriquez and A. N. Domonkos (*New York State J. Med.* 47: 2316, 1947). Early in their experience, these workers came to the conclusion that application of penicillin on the skin can best be accomplished when it is incorporated in an ointment case. The ease of application, the relative stability, the effectiveness, and the certainty of strength of penicillin in ointment bases made the preparation of fresh solutions of penicillin unnecessary. In order to determine if any sig-

nificant difference in effectiveness could be demonstrated they used ointments containing 500, 1,000, and 2,000 units of penicillin per gram. A series of cases was also tried on a combination of 1,000 units of penicillin and 10 per cent sulfadiazine or sulfathiazole.

From their findings, the following conclusions were reached:

1. Penicillin ointment is very effective in the treatment of impetigo and ecthyma.
2. Penicillin ointment is of value in simple folliculitis, of little value in true sycosis vulgaris.
3. Five hundred units of penicillin per gram is adequate concentration and is not as liable to cause sensitization as higher concentrations.
4. Combinations of penicillin and the sulfonamides in ointments should not be employed.
5. Sensitization of the patient resulting in a contact dermatitis occurs in 2 to 13 per cent of cases, increasing on prolonged contact, repeated exposure, and previous eczematization of the skin.
6. Epithelial sensitization from local application of penicillin precluding the use of penicillin for serious illness is rare.

Danger of Folic Acid Therapy

There are numerous reports in the literature of the past two years on the excellent results obtained with folic acid in the treatment of pernicious anemia, sprue and nutritional macrocytic anemias. However, the observations presented by P. F. Wagley (*New England J. Med.* 238:11, 1948) suggest some limitations to the therapeutic value of folic acid and indicate that its use, in the present state of knowledge, for the treatment of pernicious anemia entails a definite risk of neurological disturbances. He reports that the development or recurrence of neurologic disturbances occurred in 8 of 10 cases of pernicious anemia treated with folic acid. No hematologic relapse was observed. The development or recurrence of neurologic disturbances was occasionally abrupt and severe, as well as rapid in course. The time of appearance could not be predicted. In 3 of 10 cases of pernicious anemia glossitis either occurred during or did not respond to folic acid therapy. Wagley notes, however, that folic acid therapy did not cause neurologic disturbances when used in the treatment of sprue.

Testosterone in Breast Cancer Therapy

Five women with carcinoma of the breast and metastases to the soft tissue and skeleton were treated with testosterone propionate by H. Schwander and N. H. Marvia (*J. Clin. Endocrinol.* 7: 423, 1947). Pronounced symptomatic relief of pain and increased sense of well being followed this treatment. However, moderate doses of testosterone propionate have no beneficial effect on the primary tumor or soft tissue metastases. The results suggest that recalcification of osteolytic metastases occurs with adequate treatment. No serious side reactions were noticed with this method.

Nitrogen Mustard in Neoplastic Disease

Nitrogen mustard, a wartime poison gas, offers a new approach in the treatment of certain diseases. Thus M. Taffel (*Yale J. Biol. & Med.* 19:971, 1947) reports observations on 16 patients with neoplastic disease who were treated with a nitrogen mustard derivative. Eleven of the patients had had previous roentgen therapy for their disease; 4 had had no prior treatment, and in 1 the primary tumor had been excised. The drug produced no cures. Hodgkin's disease appeared to be most susceptible to the action of the drug. There was an early, often a great, but always a relatively short-lived reduction in the size of the lesions. The drug has a toxic, depressing effect on all the elements of the blood and not infrequently brings about an alarming degree of agranulocytic leukopenia and thrombocytopenia. The drug has a place in the treatment of lymphomatous cancer and especially Hodgkin's disease. Its beneficial effects are similar to those resulting from roentgen therapy. It is especially useful in patients who have become resistant to radiotherapy. At Taffel's clinic, radiotherapy is still the treatment of choice for the lymphomas, provided the disease is localized. Nitrogen mustard therapy is reserved for patients with diffuse systemic involvement and for those who have become resistant to the roentgen ray.

Ascorbic Acid in Poison Oak Dermatitis

Of 380 patients with poison oak dermatitis, reports D. H. Klasson (*Arch. Dermat. & Syphil.* 56:864, 1947), 126 received treatment with ascorbic acid. The results were favorable and some were startling. The period of treatment was definitely reduced. It was noted that the earlier treatment was initiated after exposure the quicker and more favorable was the recovery. The ascorbic acid was given only to those patients who presented manifestations of moderately severe or severe disease. Patients with mild dermatitis were treated with the usual topical application of calamine lotion or tincture of ferric chloride. The dosage varied somewhat, depending on the severity of the dermatitis, but a maximum daily dose in any case is 600 mg. of ascorbic acid. The dose was divided into two or three portions during the day and is best given intramuscularly at intervals of four to six hours. It is also advisable under certain conditions to give the ascorbic acid in tablet form by mouth as a supportive to the injection. When ascorbic acid is given orally, twice the amount that is employed by injection should be given. This, however, does not completely replace the injections. When vesiculation is present topical application of calamine lotion is recommended as a supportive measure. At no time were deleterious effects from the drug observed. In fact, patients usually said that they felt well while taking the ascorbic acid.

In studies on the use of ascorbic acid for the prevention of the dermatitis those who took the prophylactic dose of ascorbic acid did not contract the disease when exposed, while a large percentage of those who were not given the daily dose of ascorbic acid did contract poison oak dermatitis, ranging from mild to severe. The dose which is felt to be adequate for protection ranges from 150 to 300 mg. daily and can be taken in tablet form, in divided doses. This daily dose must be taken one day prior to exposure, every day during exposure and at least twenty-four to forty-eight hours after exposure.

Klasson believes that though its physiologic action, ascorbic acid has possibilities in preventing the contraction of poison oak dermatitis, and it promptly alleviates the symptoms of the already contracted disease. The best results are usually obtained in those persons who present symptoms of edema, as of the eyelids and genitals.

Your Trade-Mark Record

(*Continued from page 382*)

Matilda's Gro-Quick (and port)—VI—H—519,285
Lillie Miller, Xenia, Ohio
Ser. Mar. 19, 1947 D. U. Apr., 1933

Mexolene—VI—H—510,566
Laura Phillips Brooks, St. Louis, Mo.
Ser. Oct. 10, 1946 D. U. 1914.

Michigan Avenue—VI—B—505,479
Albert Bennett (Dube Parfum Co.), Chi., Ill.
Ser. July 12, 1946 D. U. June 25, 1946

Modart—VI—EH—516,422
La Maur Products, Inc., Minneap., Minn.
Ser. Jan. 27, 1947 D. U. Aug. 31, 1936

Moon—IV—M—525,245
Procter & Gamble Co., Cin., Ohio
Ser. June 30, 1947 D. U. 1877

Natacha—VI—BCEFHS—500,673
Les Labs de la Jeunesse, SARL, Paris, Fr.
Ser. Apr. 22, 1946 D. U. January 1945

Nite Caps—VI—C—502,216
Howard Inches Pro., Chalfont, Pa.
Ser. May 16, 1946 D. U. Apr. 10, 1940

Ombrages—VI—B—515,301
Etalbissements Rigaud, Inc., N. Y., N. Y.
Ser. Jan. 6, 1947 D. U. Dec. 31, 1946

Oxo—IV—A—511,945
Henry P. Hodges, Chi., Ill.
Ser. Nov. 2, 1946 D. U. Oct. 22, 1946

Parfumeur Masque (and des)—VI—BC—497,257
Robert J. P. Lorriaux, Paris, Fr.
Ser. Feb. 26, 1946 D. U. Jan. 17, 1942

Payalin—VI—C—525,311
Renee Frelon, Inc., Chi., Ill.
Ser. July 1, 1947 D. U. May 31, 1947

Plee-Zing—VI—CDEHIM—510,721
Plee-Zing Inc., Chicago, Ill.
Ser. Oct. 11, 1946 D. U. May 20, 1946

Polo—IV—M—524,621
Procter & Gamble Co., Cin., Ohio
Ser. June 12, 1947 D. U. Mar. 13, 1889

Procter & Gamble—IV—M—525,947
Procter & Gamble Co., Cin., Ohio
Ser. July 3, 1947 D. U. 1877

Pursuit—IV—A—521,324
Jacqueline Cochran, N. Y., N. Y.
Ser. Apr. 25, 1947 D. U. Mar. 31, 1947

Quell—VI—D—519,590
The Mennen Co., Newark, N. J.
Ser. Mar. 26, 1947 D. U. Mar. 4, 1947

Raving Beauty—VI—E—515,332
Peggy Sage, Inc., Stamford, Conn.
Ser. Jan. 6, 1947 D. U. Dec. 5, 1946

Retour Charmant—VI—B—509,401
Crespin & Laurens & Cie. (Zofaly) Paris, France
Ser. Sept. 20, 1946 D. U. Apr. 30, 1946

Skoot—IV—M—517,142
J. H. Lewis, Inc., (Tiffany Prods.) St. Paul, Minn.
Ser. Feb. 7, 1947 D. U. Nov. 1, 1946

Star—IV—M—524,417
Procter & Gamble Co., Cin., Ohio
Ser. June 18, 1947 D. U. 1887

Studio Charm—VI—C—496,861
Wm. E. Rider, (Riders Ltd.), No. Hollywood, Calif.
Ser. Feb. 18, 1946 D. U. Jan. 1, 1943

Sunbask—VI—CS—501,811
Antoine de Paris, Inc., N. Y., N. Y.
Ser. May 10, 1946 D. U. Apr. 11, 1946

Sure-Fire—VI—C—484,960
Lehn & Fink Prods. Corp., Blumfield, N. J.
Ser. June 23, 1945 D. U. May 22, 1945

Tailspin—VI—T—519,464
The Cornelius Co., Minneap., Minn.
Ser. Mar. 24, 1947 D. U. Jan. 1, 1947

Terrifi'k—VI—B—521,693
Simoneau-White Mt. Perfumers, Nashua, N. H.
Ser. May 1, 1947 D. U. Apr. 2, 1947

Town Talk—IV—M—524,622
Procter & Gamble Co., Cin., Ohio
Ser. June 21, 1947 D. U. Jan. 24, 1881

Traveler—VI—BC—518,915
Olive Smith, Chi., Ill.
Ser. Mar. 12, 1947 D. U. Mar. 3, 1947

Trusdidt—VI—T—525,195
Chemola Manuf. Co., Houston, Tex.
Ser. June 30, 1947 D. U. June 27, 1947

Tykor (and des.)—IV—A—511,772
Tykor Prods. Inc., N. Y., N. Y.
Ser. Oct. 30, 1946 D. U. Apr. 17, 1946

Venusane—VI—BCH—504,687
Maurice Paillard, Seine, Fr.
Ser. June 27, 1946 D. U. Jan. 19, 1945

Water Witch—IV—M—524,480
Procter & Gamble Co., Cin., Ohio
Ser. June 19, 1947 D. U. Feb. 17, 1886

Whitehall (and des.)—VI—FHKT—512,037
Whitehall Pharmacal Co., N. Y., N. Y.
Ser. Nov. 4, 1946 D. U. June 11, 1945

H. G. Wiberg—VI—M—502,174
H. G. Wiberg, London, England
Ser. May 15, 1946 D. U. Jan. 1, 1937

The following trade-marks have been recently cancelled and are therefore no longer in the Register.

Glo-Tint—VI—CF—413,487
Isadore Bluestone (Glo-Tint Cosm. Co.)
Reg. Apr. 24, 1945 D. Can. Dec. 10, 1947

Lipstex—VI—BC—427,041
Bol, Ltd., N. Y., N. Y.
Reg. Jan. 21, 1947 D. Can. Dec. 3, 1947

Softo—256,866—VI—H
Permanent Waving Sys. Co., Chi., Ill.
Reg. May 28, 1929 D. Can. Dec. 11, 1947

Act of 1946

The following Trade-Marks have now been re-published under terms of the above (Lanham Act). No opposition can be filed against them but they are all subject to cancellation proceedings.

Allright—IV—A—56,982
Reg. Oct. 30, 1906 by Will. Waltke & Co.
Re-pub. by Procter & Gamble Co.
D. U. Oct. 19, 1889

Big Victor—IV—A—90,635
Reg Mar. 11, 1913 by Globe Soap Co.
Re-pub. by Procter & Gamble Co.
D. U. June 24, 1905

Bob White Soap (and des.)—134,773—IV—A
Reg. Sept. 14, 1920 by Procter & Gamble
Re-pub. by registrant
D. U. Oct. 9, 1909

Cinta-Azul—IV—A—132,037
Reg. June 8, 1920 by Procter & Gamble
Re-pub. by registrant
D. U. May 8, 1915

Clenopine—VI—M—139,044
Reg. Jan. 8, 1921 by U. S. Sanitary Spec. Corp., Chi., Ill.
Re-pub. by registrant
D. U. April 1918

Cologne Bouquet—IV—A—118,202
Reg Aug. 21, 1917 by Jas. Kirk & Co., Chi., Ill.,
Re-pub. by Hewitt Soap Co., Dayton Ohio.
D. U. Mar. 1, 1888

Grandma's—IV—A—95,757
Reg Mar. 10, 1914 by Globe Soap Co.
Re-pub. by Procter & Gamble
D. U. Sept. 25, 1885

Ivory—IV—A—54,415
Reg. June 26, 1906 by Procter & Gamble
Re-pub. by registrant
D. U. 1879

Lana—VI—C—53,041
Reg. May 22, 1906 by Graham Bros. & Co., Chi., Ill.
Re-pub. by Hewitt Soap Co.
D. U. Feb. 1, 1894

Lava—IV—A—44,509
Wm. Waltke & Co., St. Louis, Mo.
Reg. July 11, 1905
Re-pub. by Procter & Gamble
D. U. Sept. 1893

Omnibus—IV—A—123,723
Reg. Dec. 3, 1918 by Jas. Kirk & Co.
Re-pub. by Hewitt Soap Co., Inc.
D. U. Mar. 5, 1884

Oxydol—IV—A—100,664
Reg. Oct. 20, 1914 by Wm. Waltke & Co.
Re-pub. by Procter & Gamble
D. U. June 10, 1914

P and G—The White Naphtha Soap—IV—A—109,126
Reg. Mar. 21, 1916 by Procter & Gamble
Re-pub. by registrant
D. U. Jan. 1, 1905

Pato—IV—A—132,229
Reg. June 15, 1920 by Procter & Gamble
Re-pub. by registrant
D. U. Aug. 9, 1915

Perlina—IV—M—40,823
Reg. July 28, 1903 by Jas. Pyle & Sons, N. Y.
Re-pub. by Procter & Gamble
D. U. 1893

Satine—IV—M—54,771
Reg. July 31, 1906 by David Brown, N. Y.
Re-pub. by Procter & Gamble
D. U. Jan. 1, 1894

Smiles—IV—A—136,797
Reg. Nov. 9, 1920 by Empire Soap Co., N. Y.
Re-pub. by Procter & Gamble
D. U. Dec. 19, 1918

Thrift—IV—A—125,140
Reg. Apr. 15, 1919 by Hewitt Bros. Soap Co.
Re-pub. by Hewitt Soap Co.
D. U. Mar. 1, 1918

Act of 1946

The following Trade-Marks have now been published as re-registered under the above (Lanham) act and can be opposed.

Cutlass—VI—I—526,674
John M. Webb (John McD. Webb Asso.) Minneap., Minn.
Ser. July 5, 1947 D. U. Dec. 3, 1945

Eccream—VI—C—526,706
Julius Robbins, Los. Ang., Calif.
Ser. July 5, 1947 D. U. Sept. 1941

Golden Key—VI—BCK—528,464
The Gt. Amer. Tea Co., N. Y., N. Y.
Ser. July 12, 1947 D. U. July 30, 1924

Quelques Fleurs—IV—A—536,254
Houbigant, Inc., N. Y., N. Y.
Ser. Sept. 30, 1947 D. U. Apr., 1921

The following Trade-Marks were published in the Official Gazette of the United States Patent Office in Volume 606 (number 4) dated January 27, 1948 and Volume 607 (numbers 1-3) dated February 3 to February 17, 1948, inclusive.

A-D-C (and des.)—VI—K—506,638
Malcolm Bowers (Amer. Dental Chem. Co.), Dallas, Texas
Ser. Aug. 1, 1946 D. U. Oct. 1, 1938

All—IV—M—511,799
Detergents, Inc., Columbus, Ohio
Ser. Oct. 31, 1946 D. U. Sept. 29, 1946

Applause—VI—B—515,547
Walter Florell, Inc., N. Y., N. Y.
Ser. Jan. 10, 1947 D. U. Dec. 5, 1946

Autumn Leaves—VI—B—524,721
Anatole Robbins, Inc., L. A., Calif.
Ser. June 24, 1947 D. U. Dec. 24, 1940

Circle Suds (and des.)—IV—M—515,957
Lystad & Redick, Inc., E. Grand Forks, Minn.
Ser. Jan. 18, 1947 D. U. Feb. 26, 1942

Dance of the Hours—VI—BC—518,786
Socialite Cosmetics, Inc., N. Y., N. Y.
Ser. Mar. 10, 1947 D. U. Jan. 23, 1947

Deep White—VI—B—493,201
Lentheric, Inc., N. Y., N. Y.
Ser. Dec. 13, 1945 D. U. Dec. 4, 1945

Dentalets—VI—K—515,903
L. Perrigo Co. (Supreme Pharmacal Co.) Allegan, Mich.
Ser. Jan. 17, 1947 D. U. June 21, 1946

Dixie Peach—VI—CH—518,836
The Lander Co., Inc., N. Y., N. Y.
Ser. Mar. 11, 1947 D. U. 1927

Duo-Tone—VI—BCE—503,938
Princess Pat, Ltd., Chi., Ill.
Ser. June 14, 1946 D. U. July 10, 1917

Estampe—VI—B—511,358
Soc.d'Et. et d'Exp. de la Parfumerie de Luxe, Paris, France
Ser. Oct. 23, 1946 D. U. Sept. 12, 1946

Faust—VI—H—523,465
German de la Vega, B'klyn, N. Y.
Ser. June 3, 1947 D. U. May 6, 1947

Grignan—VI—B—514,070
Soc. des Parfums Ronsard, Paris, Fr.
Ser. Dec. 11, 1946 D. U. Feb. 1945

Jasmonene—VI—M—486,627
S. B. Penick & Co., N. Y., N. Y.
Ser. Aug. 2, 1945 D. U. Sept. 1, 1943

Jeune Couture—VI—B—513,904
Soc. Comm. d'Application et de Represen. de la Parfumerie, Paris, Fr.
Ser. Dec. 7, 1946 D. U. Oct. 7, 1946

Lovers-Knot—VI—B—503,973
Kay Daumit, Inc., Chi., Ill.
Ser. June 15, 1946 D. U. Jan. 24, 1942

Manfre—VI—H—509,039
Royal Mfg. Co. of Duquesne, B'klyn, N. Y.
Ser. Sept. 13, 1946 D. U. June 28, 1946

Miss Kiss by D'Amico—VI—C—511,383
H. J. D'Amico (D'Amico 5th Avenue), N. Y., N. Y.
Ser. Oct. 24, 1946 D. U. May 1946

Mor-Art—VI—C—517,356
Mary-Thelma Crosland (Mor-Art Co.) Eugene, Oreg.
Ser. Feb. 12, 1947 D. U. Jan. 1940

Neo-Diva—VI—C—505,858
Anatole Robbins, Inc., L. A., Calif.
Ser. July 18, 1946 D. U. Nov. 1945

Ordora—VI—M—504,994
Odora Co., Inc., N. Y., N. Y.
Ser. July 2, 1946 D. U. Oct. 10, 1927

Pale Black—VI—BC—493,202
Lentheric, Inc., N. Y., N. Y.
Ser. Dec. 13, 1945 D. U. Dec. 4, 1945

Partiz—VI—ABCH—522,393
Parf. Roger & Gallet, S. A., Paris, Fr.
Ser. May 14, 1947 D. U. Feb. 14, 1927

Ped-I-Tosis—VI—T—516,015
Clair Hamilton, S. Luios Obispo, Calif.
Ser. Jan. 20, 1947 D. U. July 15, 1946

Powco (and des.)—VI—T—523,022
John Powell & Co., Inc., N. Y., N. Y.
Ser. May 26, 1947 D. U. Oct. 4, 1946

Punch and Judy—VI—ACH—516,706
John McMath (Lloyd-Sargent Co.), New Rochelle, N. Y.
Ser. Jan. 31, 1947 D. U. July 13, 1945

Salvenol—VI—K—520,458
Geo. R. Kettleson, Chi., Ill.
Ser. Apr. 10, 1947 D. U. March 1916

Secrets of Hollywood (and des.)—VI—CH—502,336
Colonial Dames Co., Ltd., L. A., Calif.
Ser. May 18, 1946 D. U. Sept. 8, 1936

Turban—VI—BC—511,563
Lentheric, Inc., N. Y., N. Y.
Ser. Oct. 26, 1946 D. U. Aug. 22, 1946

Whiskoff—VI—D—514,222
Roberts Labs., Denver, Colo.
Ser. Dec. 13, 1946 D. U. Nov. 19, 1946

The following Trade-Marks have been recently cancelled and are therefore no longer in the Record.

Minute Man—VI—BCDHI—416,710
Lionel-Gordon Rothschild, Dallas, Tex.
Reg. Sept. 25, 1945
D. Can. Jan. 15, 1948

"Perf-Amizer"—VI—B—381,898
Ben Hirshensohn, N. Y., N. Y.
Reg. Oct. 15, 1940
D. Can. Jan. 9, 1948

Tessa Lee—VI—C—429,502
Leona Harvell, Birmingham, Ala.
Reg. Apr. 29, 1947
D. Can. Jan. 15, 1948

Act of 1946

The following Trade-Marks have now been re-published under terms of the above (Lanham Act). No opposition can be filed against them but they are all subject to cancellation proceedings.

Aerzonator—VI—D—172,358
Reg. Aug. 28, 1923 by U. S. Sanitary Spec. Corp., Chi., Ill.
Re-pub. by registrant
D. U. April 1918

American Crown Soap (and des.)—VI—A—152,444
Reg. Feb. 28, 1922 by Jas. Kirk & Co., Chi., Ill.
Re-pub. by Procter & Gamble
D. U. Sept. 1900.

Ariel—IV—A—233,177
Reg. Jan. 18, 1927 by Procter & Gamble
Re-pub. by registrant
D. U. Aug. 31, 1928

Bain De Champagne—VI—B—181,205
Reg. Mar. 18, 1924 by Parfumerie Caron
Re-pub. by Caron Corp., N. Y., N. Y.
D. U. Aug. 1, 1923

Big Deal—IV—A—175,201 (and des.)
Reg. Oct. 30, 1923 by Van Camp Packing Co.
Re-pub. by Procter & Gamble
D. U. Jan. 1, 1898

Camay—IV—A—222,564
Reg. Jan. 4, 1927 by Procter & Gamble
Re-pub. by registrant
D. U. Aug. 24, 1926

Cheerio—IV—A—206,188
Jas. Kirk & Co. Reg. Nov. 24, 1925
Re-pub. by Procter & Gamble
D. U. Apr. 1, 1925

Cream Suds—IV—A—214,115
Reg. June 15, 1926 by Procter & Gamble
Re-pub. by registrant
D. U. July 1, 1906

Crest—IV—A—210,439
Reg. Mar. 16, 1926 by Woodley Soap Mfg. Co., Roxbury, Mass.
Re-pub. by Procter & Gamble
D. U. Oct. 15, 1908

Flakso—IV—A—207,545
Reg. Jan. 5, 1926 by Jas. Kirk & Co.
Re-pub. by Procter & Gamble
D. U. Nov. 1, 1924

Gold Soap (and des.)—IV—A—155,801
Reg. June 6, 1922 by Procter & Gamble
Re-pub. by registrant
D. U. Oct. 1, 1876

Grimeter—IV—A—177,559
Reg. Dec. 18, 1923 by U. S. Sanitary Spec. Corp.
Re-pub. by registrant
D. U. May 16, 1919

Infini—VI—B—172,539
Reg. Sept. 4, 1923 by Daltroff & Cie
Re-pub. by Caron Corp., N. Y., N. Y.
D. U. June 1, 1912

Kyro—IV—A—168,402
Reg. May 22, 1923 by Remmers Soap Co.
Re-pub. by Procter & Gamble
D. U. Dec. 1921

Le Narcisse Noir—VI—BC—182,585
Reg. Apr. 15, 1924 by Daltroff & Cie
Re-pub. by Caron Corp., N. Y., N. Y.

Lunette—IV—A—240,433
Reg. Mar. 27, 1928 by Procter & Gamble
Re-pub. by registrant
D. U. Aug. 31, 1926

Milagro—IV—A—155,428
Reg. May 30, 1922 by Globe Soap Co.
Re-pub. by Procter & Gamble
D. U. Apr. 3, 1919

Minute Man—IV—I—197,230
Reg. Apr. 14, 1925 by Jas. Kirk & Co.
Re-pub. by Procter & Gamble
D. U. Oct. 1, 1924

Mothobloc—VI—T—188,607
Reg. Aug. 26, 1924 by U. S. Sanitary Spec. Corp.
Re-pub. by registrant
D. U. May 18, 1923

N'Aimez Que Moi—VI—B—172,538
Reg. Sept. 4, 1923 by Daltroff & Cie
Re-pub. by Caron Corp., N. Y., N. Y.
D. U. Oct. 1, 1916

Nuit De Noel—VI—B—172,520
Reg. Sept. 4, 1923 by Daltroff & Cie
Re-pub. by Caron Corp., N. Y., N. Y.
D. U. Oct. 15, 1922

Rub-No-More (and des.)—IV—A—215,151
Reg. July 13, 1926 by Rub-No-More Co., Ft. Wayne, Ind.
Re-pub. by Procter & Gamble
D. U. May 1, 1895

Satinet—IV—A—210,436
Reg. Mar. 16, 1926 by Jas. Kirk & Co.
Re-pub. by Hewitt Soap Co., Dayton, Ohio
D. U. Oct. 15, 1877

Soaperior—IV—A—178,620
Reg. Jan. 15, 1924 by U. S. Sanitary Spec. Corp.
Re-pub. by registrant
D. U. Sept. 1918

Soapeze—IV—M—177,560
Reg. Dec. 18, 1923 by U. S. Sanitary Spec. Corp.
Re-pub. by registrant
D. U. Feb. 6, 1922

Spotless—IV—M—179,211
Reg. Feb. 5, 1924 by Rub-No-More Co., Ft. Wayne, Ind.
Re-pub. by Procter & Gamble
D. U. Aug. 1912

Tropicpalm—IV—A—159,494
Reg. Sept. 26, 1922 by Remmers Soap Co.
Re-pub. by Hewitt Soap Co., Inc., Dayton, Ohio
D. U. Feb. 14, 1922

Velvet-Skin—IV—A—173,886
Reg. Oct. 2, 1923 by Palisade Mfg. Co., Yonkers, N. Y.
Re-pub. by Procter & Gamble
D. U. Apr. 10, 1889

Act of 1946

The following Trade-Marks have now been published as re-registered under the above (Lanham) Act and can be opposed.

Actifoam—VI—H—528,292
Lambert Pharmacal Co., Wilming., Del.
Ser. July 10, 1947 D. U. June 30, 1947

C-R-C—VI—H—531,051
Swadig, Ltd., San Fran., Calif.
Ser. Aug. 11, 1947 D. U. July 29, 1947

(*To be continued*)

Perfumer's Shelf

Flavoring Materials from Domestic Crops

In a report presented at the fifth Mid-Western Chemurgic Conference held in Cincinnati, Ohio, F. J. Triest pointed out that flavoring materials and flavors are like salt in food. Although they do not represent items of mass production, a comparatively small but important tonnage of farm products is used in their manufacture. To the average consumer reading the label on the container of a food product, flavor means artificial flavors which are made up largely of permissible organic compounds so skillfully blended that they reproduce quite satisfactorily the taste and aroma of their natural counterparts. However, for the finer quality and delicate flavors, materials from natural ingredients are more commonly used, and, in consequence, more and more domestic acreage is being devoted to the cultivation of the roots, herbs, fruits, and plants which will produce such flavoring material.

Celery and carrot seed, dill seed and dill weed are well-known domestic condiments. These in later years have been augmented by crops like paprika and pepper grown in Louisiana. Domestically grown seeds such as anise, caraway, fennel, coriander, and dill compare favorably in price and quality with the imported varieties. While such spice plants can be processed and used as such in the manufacture of food products, most of them will render a better and more uniform flavor yield when processed into essential oils. For instance, three pounds of oil of dill roughly equals 100 pounds of dill seed in flavoring strength. Since the presence of non-aromatic fibrous matter only complicates food manufacturing processes, it can be seen that more uniformity and simplicity in manufacturing foods can be obtained through the use of the essential oil instead of the whole plant.

Triest notes that for many years, the cultivation of peppermint and spearmint plants has been an important development of the farms, particularly in northern Indiana and southern Michigan. The average yield of these mint plants is two to three tons of leaves per acre. Each acre yields approximately 30 pounds of oil. Last year the total crop amounted to 1,200,000 pounds of peppermint oil and 280,000 pounds of spearmint oil. Mint leaves are gathered and put through the initial distillation process right on the farm. The crude oil thus obtained is sold to refineries where it is multiple distilled. The final product compares favorably with formerly imported mint oils. As is well known, mint oils are used to flavor gums, candy, and condiments of many descriptions. Mint oils are the natural source of menthol, which is their main aromatic constituent. Menthol is used as a flavoring agent for pharmaceuticals, toilet preparations, tobacco, etc.

The California, Florida and Texas citrus crops provides citrus essential oils. These domestic oils were supplanting the Italian product long before World War II cut off the importation of Italian citrus oils. Now comparatively little of the imported oils is used.

Oil of sassafras is the essential oil distilled from the root bark of *sassafras officinale*; distillation is carried on all over the United States on a small scale. Oil of sassafras contains up to 90 per cent safrol. It makes an ideal ingredient for root beer and candy.

As far west as Minnesota and as far south as Alabama, oil of sweet birch and oil of wintergreen are distilled from domestic farm material. Oil of wintergreen is distilled from the leaves of the teaberry or partridge berry. The oil of sweet birch is a distillation of the bark of *betula lenta*. Both oils contain approximately 90 per cent of methyl salicylate which can be synthetized for a fraction of the cost of the natural oil. But there is a certain mellowness in the natural product when used in root beer, candy, or as covering agent in pharmaceutical preparations.

Some of the uncommon essential oils which are largely used in the manufacture of alcoholic beverages are developed today from domestic farm products. Triest refers particularly to such oils as wormwood from Michigan, juniper from Pennsylvania and Michigan, angelica from North Carolina. From California, Oregon, and Washington are obtained oil of hops. All these oils compare quite favorably with the imported oils formerly used exclusively. Domestic oil of sage, marjoram, thyme, and basil are being used as flavoring agents for tobacco.

Anise-Like Oil from Java

In Java, T. M. Meijer (*Recueil trav. chim.*, through *Manuf. Chem. & Manuf. Perf.* 18: 319, 1947) has investigated the essential oil contained in *Clausena anisata* (Hook. f.), a tree belonging to the natural order *Rutaceae*. The oil is obtained by simple distillation of the leaves, or even young stems, in yields of from 3.4 to 7.1 per cent. Seasonal variations are small and the oil has the following general characteristics:

Boiling point	**233-7°C**
Density	**0.9610**
Refractive index	**1.5613**

About 80 per cent of the oil distils at 233-4°C. under ordinary atmospheric pressure and about 10 per cent at 234-7° C. The first fraction has all the characteristics of anethole (b.p. 230°C., density 0.9855 and refractive index 1.5614). Some anisaldehyde was detected, and indeed the oil closely resembles aniseed oil from the fruits of *Pimpinella anisum*, which also contains about 80 per cent of anethole. The *Clausena* leaves, which smell and taste strongly of aniseed, have been used to flavor tobacco in the Philippines, to repel mosquitoes and, in Africa, for religious rites and as a mouth salve for relieving toothache. Meijer is of opinion that the anise oil from *Clausena* leaves will find a ready market in place of aniseed oil proper.

Essential Oil from New Zealand Fern

In experimental studies, Briggs and Sutherland (*Nature* 160: 333, 1947) have obtained a terpene-type essential oil from the scented fern, *Paesia scaberula*, of New Zealand. Of a deep red color, the oil was obtained in 0.05 per cent yield by steam distillation of the fronds collected in the autumn and had a density of 0.948 and a refractive index of 1.4990. It deposited a small quantity of crystalline paraffin on standing. From the oil a sesquiterpene alcohol, $C_{15}H_{24}O$, and the paraffin, *n*-heptacosane, was isolated, while the presence of oxygenated terpenes and sesquiterpenes was also indicated.

Scented Printing

There seems to be a new trend toward the wider use of perfuming agents in printing inks. The November, 1947, issue of the *Dow Diamond*, for example, is printed with a scented ink that fits very appropriately with an article on fragrance in this publication. Of course the idea of adding scents or perfumes to printing inks is not new and a number of suitable compounds are available commercially from various suppliers in the perfume and essential oil industry.

Another approach to the use of perfumes in printed matter is mentioned in *Printing Equipment Engineer* (74:30, 1947). Recording to this publication a special fashion edition of one newspaper was issued in perfumed form. Experiments had been made with perfumed ink, but eventually it was decided to perfume, not the ink, but the paper itself. This was done by spraying a 25 per cent solution of perfume in methyl alcohol on the printed newspaper as it passed to the last folder.

Camphor Grown in Boston Area

At the winter meeting of the American Association for the Advancement of Science, held in Chicago, H. W. Youngken and W. E. Hassan, Jr. (*Science* 107: 56, 1948) reported that the camphor basil, *Ocimum kalimandscharium*, a shrubby plant native to Kenya, British East Africa, had been grown successfully as an annual in the Boston area. The investigators gave a detailed description of the cultivated plants grown in the Medicinal Plant Garden. The dried leaves and flowering tops harvested in late October yielded an average of 2.5 per cent of oil and 2.54 per cent of camphor; the latter being similar to the camphor from the camphor laurel of Japan and China.

Theory of Perfume Fixation

The mechanism of fixation has never yet been satisfactorily explained. There is one school which tends to deny the efficacy of fixatives while another is fully convinced of their value, attributing to them the property of changing the partial pressure of the mixtures and thereby reducing the volatility of the perfumes. In a discussion of this question, T. Ruemele (*Manuf. Chem. & Manuf. Perf.* 18: 550,1947) argues that the action of fixatives may lie in their ability to increase the viscosity of and thus the stability of perfume compositions. Ruemele points out that the stability of perfumes has an important bearing on the problem of fixation. The fruit esters, lemon oil, mandarin oil, citral and benzyl acetate tend to be unstable, while patchouli, sandalwood, vetivert, styrax, amyl salicylate and ionone are more stable. The odor of certain oils (*e.g.*, lemon) changes if great care is not taken with storage, but they retain their odor longer in relation to the advance of oxidation. The odor is very stable if the oil becomes viscous. Therefore, there may be some connection between stability and viscosity. Only thus is it possible to explain the fact that two unstable oils such as ginger and cypress possess nearly the same (low) apparent specific viscosity values, while anise and star anise oil have the same viscosity and the same stability.

It may be of interest to classify the oils according to their apparent viscosity and evaporation after storage for 24 hours at 60°C. The apparent viscosity is the number of seconds required for the efflux of 1 c.c. of oil. The values given in the table below were determined by Friedman (*Deutsche Parfum. Ztg.* 21: 323,1934) by means of a modified Ducleaux pipette, on considering this table, says Ruemele, it should be remembered that the quality of the essential oil tested has a great influence on the final result, so that there may be some discrepancies in the values obtained by other workers.

Essential oil	*Relative viscosity*	*% evaporation within 24 hrs.*
Cypress	25	91.22
Mandarin	27	89.11
Eucalyptus	32	85.76
Orange (bitter)	33	84.57
Lemon	36	83.33
Almond (bitter)	37	83.99
Ginger	37	81.97
Lemongrass	44	76.14
Bergamot	47	73.11
Caraway	52	72.76
Anise	58	71.79
Star anise	59	70.12
Rosemary	65	74.65
Thyme	69	71.11
Peppermint	72	71.01
Lavender	87	70.62
Cassia (Ceylon)	93	64.43
Ylang-ylang	93	67.93
Nutmeg-sage	94	62.15
Geranium	103	41.46
Geranium (African)	146	26.99
Patchouli	472	18.30
Vetivert	483	17.91
Sandalwood	507	16.24
Copal balsam	858	22.33
Styrax	1,226	8.13

From this work it seems that the action of fixatives may be to increase viscosity. The viscosity of the mixture increases as the solvent evaporates and a film is formed which retains the volatile parts of the composition. Those fixatives with a high viscosity impart varnish properties to the perfume which result in a persistent retention of the volatile solvent residues. Successful resinous fixatives all show high viscosity values.

Swedish Synthetic Camphor Patent

According to Swedish patent 118,286, granted to F. Schwartz (through *Chem. Abstracts* 42:222, 1948) synthetic camphor may be prepared by heating paracymene with water, or with hydrogen and oxygen in the same proportion as in water in the presence of a hydration catalyst. Suitable catalysts include mercury, a mercury compound like mercurous oxide, mercuric oxide, mercuric sulfide or mercuric chloride, or a fatty acid salt such as sodium or potassium stearate, palmitate, or oleate. The reactants may be dissolved in a solvent such as methyl alcohol, ethyl alcohol, isopropyl alcohol or propyl alcohol. Temperatures above 35°C. are preferred. Examples are given in which the reactants are (a) refluxed with the catalyst in the presence of a solvent, (b) heated under ten atmospheres in the absence of a solvent, and (c) passed continuously over pumice impregnated with the catalyst.

Essential Oil of Agathosma Gnidioides

J. L. B. Smith and D. G. Roux (*Trans. Roy. Soc. So. Africa* 31: 333, 1947) have found that the leaves of *Agathosma gnidioides* Schlechter contain 0.6 to 1.0 per cent of an oil consisting of about 60 per cent myrcene, about 5 per cent di-2-pentenyl tetrasulfide, about 25 per cent *d*-linalool isobutyrate, about 5 per cent *l*-betapinene, about 4 per cent of a mixture of *l*-limonene and di-pentene, and probably very small quantities, totalling less than 1.1 per cent of isobutyric acid, *d*-linalool, salicylic acid, and methyl salicylate. The oil was extracted by steam distillation and fractionated by distillation at 13 mm. in a current of carbon dioxide. Myrcene was identified through its maleic anhydride addition product; *d*-linalool isobutyrate through hydrolysis with alcoholic potassium hydroxide; the pinene by oxidation to nopinic acid after removal of myrcene by polymerization over sodium and reaction with maleic anhydride; *l*-linonene and dipentene by odor and physical constants. The di-2-pentenyl tetrasulfide, with a specific gravity of 1.096, is optically inactive. After suitable tests, it was assigned the symmetric structure $(CH_3CH_2CH{:}\ CHCH_2)_2S_4$. When subjected to slow steam distillation, di-2-pentenyl tetrasulfide forms a trisulfide, with a specific gravity of 1.040, and a pentasulfide having a specific gravity of 1.166.

B_6-PRODUCTION INCREASED...PRICES REDUCED

Now there is no reason not to use all the B_6 you need

HOFFMANN-LA ROCHE, INC., NUTLEY 10, NEW JERSEY

Abreast of the Markets

Fine Chemicals Show Moderate Seasonal Reaction. Menthol, Stearates, Mercury, Amino Acids Down.

Demand for drugs and fine chemicals began to show a moderate seasonal reaction during the period under review. Price features were on the east side. Reductions were made in quotations on butyl acetate and alcohol made in Illinois and Indiana; cream of tartar and rochelle salt; menthol, nicotinamide and mercury. Competition in a rather dull spot market appeared to be the cause of the lowering of quotations on the materials named.

Because of steadily declining raw material costs, and lower prices quoted on manufactured goods from Italy domestic producers have announced a reduction of 4c per pound in tartaric acid prices. The articles, now available in a single shipment of 10,000 pounds in barrels at 41½c per pound, is used in the manufacture of tartrates, intermediates, organic chemicals, dyes, baking powder, effervescent beverages, as a silvering and tanning agent, printing and developing photographs, and in medicine.

Prices on cream of tartar and rochelle salt were also adjusted to reflect the lower costs. Cream of tartar is now offered at a price range of from 35½c to 36½c per pound as to quantity; rochelle salt from 31½c to 32c per pound.

Menthol Down

Natural menthol declined 25c per pound on the spot market with the new price range at from $8.75 to $9.00 per pound. This development was obviously due to the passing of the active consuming season. Reports regarding the future trend in the primary markets are somewhat conflicting, as is generally the case with this speculative item. Some reports indicate a good potential supply ahead, especially from Brazil. It is still rather early to obtain a clear picture of the situation in Brazil but a number of reports indicate that a production of approximately 200 tons or better can be expected this year.

Other reports on menthol indicate a firmer tendency in the primary market at present because of private advices received here from Brazil to the effect that the Brazilian market is not likely to be influenced by the recent turn of events in securities and commodities here since the Government will not issue export licenses at below the equivalent of $8.75 per pound, duty paid. Private advices concerning crop conditions in Brazil seem to vary considerably, however. Some advices state that the crop will not exceed 120 tons while other reports state that the new crop will surpass 225 tons, or closer to 250 tons.

With an estimated carryover of about 150 tons from the old crop, a new crop of 250 tons would make the total sufficient to take care of a full year's requirements in the United States. Meanwhile, the need for dollars in the Far East should tend to encourage future production in both Japan and China over the coming year. Prior to the war Japan was the largest producer of menthol.

Stearates Down

Because of the break in stearic acid, the full line of metallic stearates has been reduced 3c per pound. The reduction marks the first change in this group since Nov. 14, 1947.

Aluminum stearate is now quoted at 44c per pound in carlots, and 45c in less than carload lots. Barium stearate is available at 49c in carlots, and 50c for less than carlots, while new prices for zinc stearate range from 47c to 49c per pound according to quantity.

Mercury Declines

The spot market price of mercury dropped another $2.00 per flask with the range now at from $77.00 to $79.00.

Metal for later delivery may be had at below prevailing open quotations, and reports from abroad indicate that recent shipments of Yugoslavian metal to the United States at competitive prices may result in a further cut in quotations for the metal from the Spanish and Italian cartel.

• Prices quoted in this section were current on the first of this month,

Domestic production of mercury was relatively well maintained in the fourth quarter of last year being 5 percent less than in the third quarter and 6 percent below the average for the first three quarters, according to data released by the Bureau of Mines. Output for the year 1947 amounted to 23,200 flasks in contrast to 25,348 flasks in 1946. In commenting on the consumption of mercury, the agency reports sharp gains in the consumption of the metal for electrical apparatus, including the new dry cell, and agricultural purposes. A similar increase for industrial and control instruments, contrasted with drops in consumption for pharmaceuticals, dental preparations and antifouling paint were some of the features of mercury used in 1947.

Based on the current inactivity of the market some trade factors declare that February sales are likely to be at the lowest level in over fifteen years.

Glycerin Steady

The glycerin market as a whole lacked new developments. Prices were steady to firm. Demand was favorable, production costs changed very little, and the outlook for consumption continued good.

Stocks of crude glycerin, 100 percent basis, rose 954,000 pounds to 49,490,000 pounds in January, which is rather close to the 50,000,000 pound mark that is regarded in trade circles as a fairly comfortable supply. The increase in stocks during the first month of the year reflected a rather substantial increase in production. The output of crude amounted to 20,403,000 pounds. Any time production reaches the twenty-million-pound mark it might readily be termed as heavy. In the preceding month, December output of crude amounted to 19,064,000 pounds.

On account of its increasing diversification of uses in both edible and industrial products, glycerine has become an excellent index of business activity, according to remarks of N. N. Dalton at the Annual Convention of the Association of American Soap and Glycerine Producers. As an important co-product of the saponification industries, its production in ratio to soap consumption has always tended

(*Continued on page 403*)

COUNTRY GARDENS

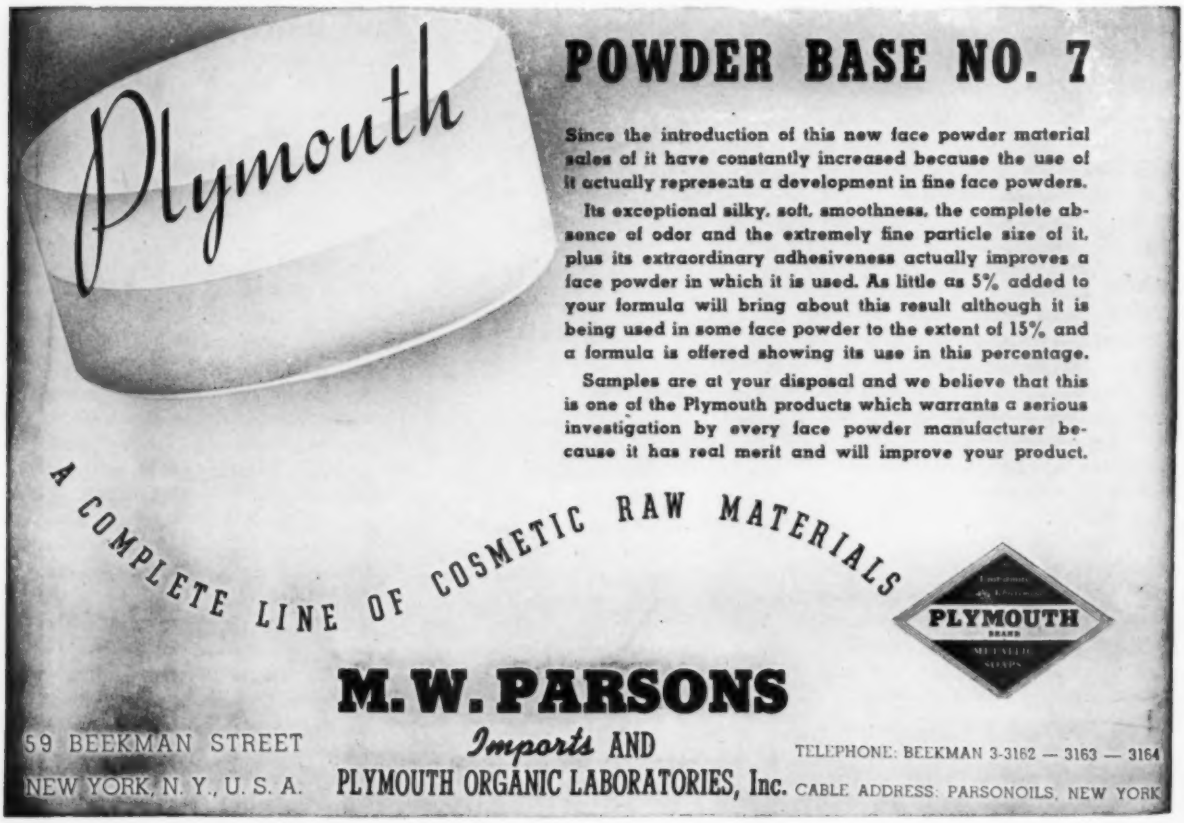
. . . . The Breath of Spring

Registered Trade Name

Ph. Chaleyer Inc.

160 EAST 56th STREET — NEW YORK 22, N. Y.

PLAZA 3-8618


Plymouth
POWDER BASE NO. 7
Since the introduction of this new face powder material sales of it have constantly increased because the use of it actually represents a development in fine face powders.
Its exceptional silky, soft, smoothness, the complete absence of odor and the extremely fine particle size of it, plus its extraordinary adhesiveness actually improves a face powder in which it is used. As little as 5% added to your formula will bring about this result although it is being used in some face powder to the extent of 15% and a formula is offered showing its use in this percentage.
Samples are at your disposal and we believe that this is one of the Plymouth products which warrants a serious investigation by every face powder manufacturer because it has real merit and will improve your product.
A COMPLETE LINE OF COSMETIC RAW MATERIALS
PLYMOUTH
M.W. PARSONS
59 BEEKMAN STREET
NEW YORK, N. Y., U. S. A.
Imports AND
PLYMOUTH ORGANIC LABORATORIES, Inc.
TELEPHONE: BEEKMAN 3-3162 — 3163 — 3164
CABLE ADDRESS: PARSONOILS, NEW YORK

Very Quiet Trading Prevailed in Essential Oils. Citronella Oil Reported Stabilized at Present Levels.

The general tone of the essential oils and aromatic chemicals markets was quiet during the trading period under review. Although there were some price fluctuations they were minor ones and had little or no effect on the price index.

The import situation was generally good and there were not many serious difficulties felt in obtaining foreign goods.

Citronella Oil Firm

It was conceded in some quarters that citronella oil prices had about found their level and probably would stay in or close to the present range for some time to come. Demand for both the Ceylon and Java products continued to be strong, and suppliers were encouraged that stocks were readily available and new supplies coming in at a satisfactory rate. The Ceylon oil was being quoted at from 90c to $2.75 per pound, but many houses felt that the inside figure was too low and were inclined to put prices up somewhere in the neighborhood of $1.25. The Java oil was offered at from $1.45 to $1.75.

Information concerning the present condition of the culture of this oil in Java is still very incomplete. Cultivation and additional planting have been neglected, and productive capacity is one-third to one-quarter of pre-war levels. General rehabilitation is expected to require six years, production during the first few years increasing only gradually. Prewar exports of citronella oil from Java fluctuated between 2,000 and 2,500 metric tons. The principal producing district was the Priangen Residency of Java.

Coriander Oil Down

Although there was practically no spot stocks of oil coriander available the market price underwent two downward revisions during the trading period under review. The price range, as re-established was $34.00 to $37.00. There was an excellent demand for the oil, but not nearly enough of it available to satisfy the market. There was also no indications as to when the Russians might offer further stocks to this country, and most houses had just about forgotten the item.

The explanation for the price decline when such a stringent shortage exists is probably that the oil is very high priced right now and those houses possessing moderate quantities were willing to parcel out small quantities to good customers who were in dire need of replacements, even though they received less for the oil than might have been obtained under the circumstances.

Musk Exports, China

From January through October 1947, declared exports of musk (in grain or pods) to the United States from Shanghai totaled 159 pounds, valued at $40,842.

Essential Oil Imports

Receipts of essential oils from the Marseille Consular Districts during the third quarter of 1947 included: Oil of sweet orange valued at $22,442; geranium oil, $15,800; oil of ylang ylang, $4,305; bitter-almond-oil, $1,650; and other essential oils, $15,500.

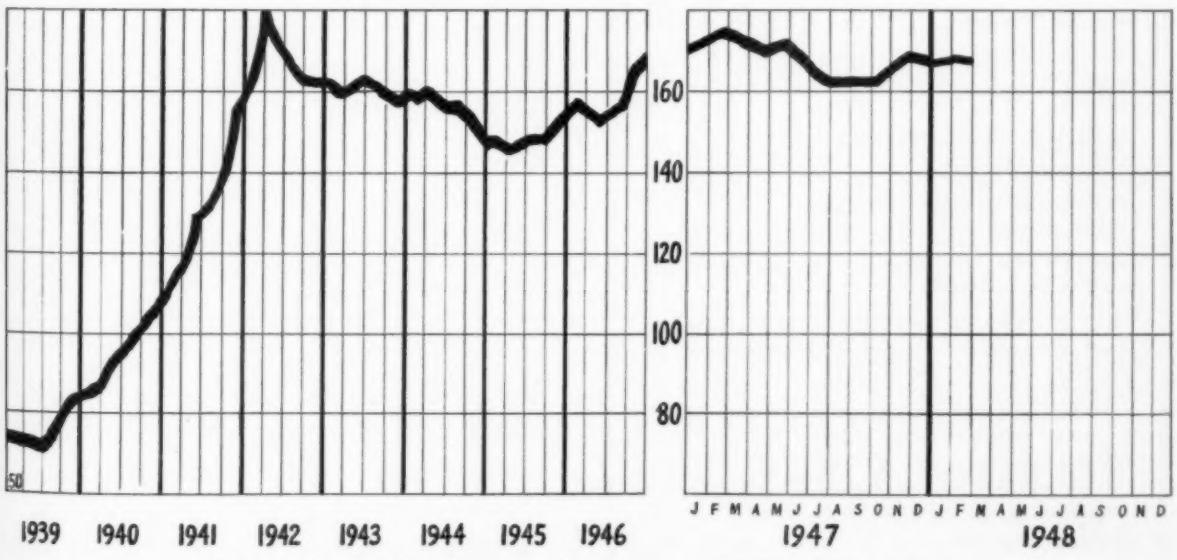
Paraguay's declared shipments of petitgrain oil to the United States during the first 11 months of 1947 amounted to 48,107 kilograms valued at $264,266, as compared with 72,341 kilograms valued at $457,623, in the like period of 1946.

Declared shipments of guaiac-wood oil from Paraguay to the United States during the 11 months ended November 1947 amounted to 3,260 kilograms valued at $12,693, as compared with 3,120 kilograms valued at $44,306, in the corresponding period of 1946.

Lemongrass Oil Up

Demand for oil lemongrass was heavy during the past four weeks and dealers reported the supply situation as difficult. Under the influence of this situation spot prices were advanced to a range of from $1.60 to $2.30. The inside figure was considered by some houses to be a shade too low and they were inclined to place their quotations at about $1.65.

50 Raw Materials—Weighted Price Index. 1926=100.



The price index of fifty commodities for February declined from 168.3 to 167.8.

PRIVATE FORMULA
Tablets and Capsules
BY THE THOUSANDS---
OR BY THE MILLIONS

Over 30 years' experience enables us to render you prompt, accurate, and dependable service in the manufacture of your tablets and hard shell capsules. Our central location expedites delivery to any point in the country. Furnished bulk or packaged.

Vitamin Tablets and Capsules—Tablets—Ointments—Powders

We Invite Your Inquiries

Standard Pharmacal Co.
OF CHICAGO
PRIVATE FORMULA MANUFACTURERS
M. F. Charley, President
847-853 W. JACKSON BLVD. CHICAGO 7, ILL.

TEPCO

Cinnamic Aldehyde
(*Artificial Oil of Cassia*)
N. F. and Chlorine Free
Benzaldehyde
(*Oil of Bitter Almonds*)
Technical and N. F. Grades
— Produced by —
Tennessee Products & Chemical Corp.
General Offices: Nashville, Tennessee
Eastern Sales Office:
350 Fifth Ave., New York 1, N. Y.

FOUNDED T & B 1856
The Symbol of Standardization

GUMS
ARABIC
TRAGACANTH
KARAYA

WHOLE GUM—Cleaned and repacked before shipment.

POWDERED GRADES—Standardized by milling under strict laboratory control.

GRAIN GUMS—Graded to uniformity and standardized.

T & B STANDARDIZED GUMS are your best protection against production difficulties.

All Powdered Gums Standardized by Laboratory Control

THURSTON & BRAIDICH
286 Spring Street New York 13
Represented in Chicago by A. C. Drury & Co., Inc.

CRYSTACLEAR
REG. U. S. PAT. OFF.

Makes crystal clear solutions
THAT STAY CLEAR INDEFINITELY
without filtering . . . can be dissolved in distilled water alone or if you wish 25% alcohol can be added. State odor preference.

ALBERT ALBEK, INC.
515 South Fairfax Ave Los Angeles 36, Calif.

FEBRUARY PRICE CHANGES

UP

Bois de Rose Braz. 25c
Citronella oil Ceylon 15c
Java 15c
Lemon Grass Oil 10c
Saffron Spanish $1.
Soap bark crushed 1c, cut 1c
Spearmint oil 25c
Tumeric root Aleppy 6c
Madras 6c

DOWN

Arnica flowers 10c
Balsam Tolu 15c
Coriander oil $2
Cream Tartar 3½c
Golden Seal Root 15c
Jaborandi leaves 1c
Lemon oil Italian 25c
Menthol Natural 25c
Mercury $2
Psyllium seed Black 10c
Rochelle Salt 2c
Sarsaparilla root Mex. 7c
Stearic Acid TP 1c
Tartaric Acid 4½c
Vetivert oil Java $2
Zinc Stearate 4c

Coumarin Firm

The spot market for coumarin was filled with rumors and reports that there would be material changes made in the price structure for this product, but after a check in supply quarters it was determined that the item could still be obtained at a price range of from $2.75 to $3.00 a pound, which was the same figure at which it has been listed previously. The trade did not discount the reports of increasing costs, however, and no one would be surprised to see prices advance shortly.

Cajeput Tight

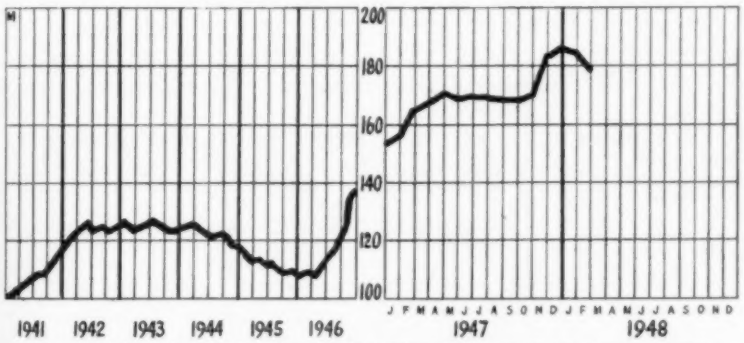
Both the technical and redistilled U.S.P. IX were unchanged as to price, despite the fact that both were in tight supply and some dealers reported that they were entirely out of stock. Demand for the oils was not heavy. Most of it that was available on the American market was said to be of poor quality and supply houses were having difficulties in purchasing enough of it of good grade to offer their customers. It was reported, however, that a sizable shipment of cajeput was afloat from New Caledonia but would not arrive here for several weeks. It was also reported that this latest shipment represented a considerable increase in quality over the goods that had been recently available. The technical grade was still being sold at $2.35 to $2.45 and the redistilled at $2.75 to $3.25.

Lemon Oil Down

Italian lemon oil dropped in price by 50c on the New York market, but the USP California and the terpeneless were steady as to price. The Italian product came down from $3.75 to $3.25, largely because of the more easily available supplies. Quality of the oil had recently picked up and it was reported to be moving at a better pace than it had been some time back. The California oil was being quoted at $3.10 to $3.60 and the terpeneless at $40.00 to $50.00.

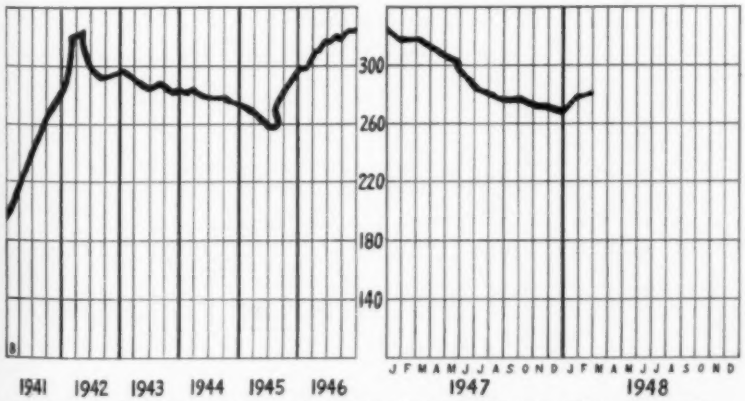
Imports of the Italian oil had also shown a considerable increase during the past weeks with arrivals in late February totaling 708 half cases and 250 quarter cases.

15 Medicinal Chemicals—Weighted Price Index. 1926=100.



The medicinal chemicals index declined from 181.1 to 179.7. Cream tartar, Menthol, Mercury were lower.

15 Botanicals—Weighted Price Index. 1926=100.



The botanicals index advanced fractionally from 288.1 to 288.4. The only price change was Balsam Tolu.

Glycerin Steady

(Continued from page 399)

to be more constant than the demand, said Mr. Dalton. A high rate of industrial activity is accompanied by heavy glycerin demands and the converse is also true.

The net result has been that glycerin has always been a little scarce in good times and somewhat too plentiful during the low spots of a business cycle. Since glycerin cannot be stored out on the ground as is frequently done with wheat in periods of overproduction, the approach to an "ever normal granary" for glycerin has been very difficult, according to this report.

The situation has been further complicated by the fact that glycerin is a world commodity, constantly flowing from nations which make soap but do not consume the glycerin yield therefrom, to highly industrialized areas of North America and Western Europe which need more glycerin than they make.

Before World War I, our own country imported mostly from Europe approximately one half of its total glycerin requirements, reported Mr. Dalton. During that war we not only learned to take care of ourselves but exported several million pounds to our Allies. Between the two wars our domestic yearly production nearly trebled that of the period before the outbreak of the first war. During most of the period between the two wars the pressure of

Cosmetries Inc.

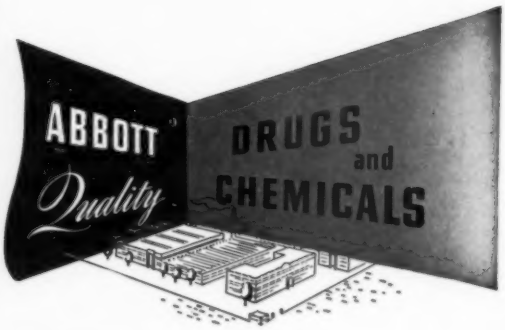
21 Irving Place *New York 3, N. Y.*

PRIVATE FORMULA MANUFACTURERS OF COSMETICS AND TOILETRIES

BULK AND COMPLETE PACKAGING SERVICE

Skilled Factory Employees
Progressive Management
Personalized Service
Perfected Details

REPUTATION BASED UPON PAST PERFORMANCE



ANESTHETICS
Procaine Hydrochloride...Procaine Base...Benzocaine...
Procaine Borate...Butyl p-aminobenzoate

ANTISEPTICS
Acriflavine Hydrochloride...Acriflavine Neutral...
Proflavine Sulfate

HYPNOTICS
Phenobarbital...Phenobarbital Sodium

ALKALOIDS AND DRUG EXTRACTIVES
Ephedrine...Lobeline Sulfate...Podophyllin

For Quotations Address:
CHEMICAL SALES DEPARTMENT

ABBOTT LABORATORIES
NORTH CHICAGO • ILLINOIS

FINE AROMATIC CHEMICALS ESSENTIAL OILS and COMPOUNDS

Vanillin
Veratraldehyde
(Heliotropin note much stronger than Heliotropin)
Phenyl Ethyl Alcohol
Cyclamal
Phenyl Acet Aldehyde di Methyl Acetal
Ionone Ketone
Ionone Methyl
Ketone 12A
Cuminone
Cuminic Aldehyde
Linalyl Acetate
Linalool
Cinnamic Aldehyde
Benzyl Acetate
Benzyl Alcohol
Benzyl Benzoate
Floranol
(A fine Rose Raw Material)

Write for complete list.

Aromatics Division
GENERAL DRUG COMPANY

644 Pacific St., Brooklyn 17, N. Y.

9 S. Clinton Street, Chicago 6
1019 Elliott Street, W., Windsor, Ont.

ALGALOID
(Pure Extract of Carrageen)

Exceptionally High Viscosity

Adaptable as a Stabilizer or Emulsifier in Shampoos, Hand Creams, Cosmetics

Write for samples and compare

T. M. DUCHÉ and SONS, INC.
117-119 HUDSON ST., NEW YORK 13

BOSTON	CHICAGO	CLEVELAND	ST. LOUIS
177 State	61 W. Kinzie	16304 LaVerne Ave.	2115 Pine

world surpluses on our domestic market resulted in some demoralization, at intervals, of both domestic and world values until world production was curtailed more nearly to a supply and demand basis. However in 1937 we produced 134 million pounds of glycerin which up to that time was an all time record. In 1941 and again in 1944 with the spur of war effort and with heavy soap demands and fats available for soapmaking, we produced close to 200 million pounds. During the second war with very little glycerin import and periodical fat scarcities, we shipped, through denial of domestic civilian uses, over 85 million pounds of refined glycerin to our Allies, reported Mr. Dalton.

After V-J Day we went through an accumulation of domestic stocks which was due largely to slow return of old customers to usage of glycerin instead of substitutes. By the time this transition was accomplished, the rising industrial activity called for quantities of glycerin which were in excess of production and this was particularly so in 1946 when soap making fats were scarce under control and allocation by the Government.

It has been somewhat surprising that with increased production of all glycerin substitutes as well as glycerin in 1947 the present stocks of both are still low. The current production of these items plus the expected output of synthetic glycerin may reach a total of 350 million pounds in 1948 as compared to a possible production of 200 million pounds of natural glycerin.

An increasing encroachment of synthetic detergents on ordinary soap uses will proportionately curtail natural glycerine production. The greater the consumption of synthetic detergents, the less will be the consumption of soap fats and the lower will be the value of such fats, thus making both natural soaps and glycerin more competitive with synthetic detergents, synthetic glycerin, and glycerin substitutes, said Mr. Dalton.

Amino Acids Down

The Dow Chemical Co., primary producer of synthetic amino acids, announced substantial price reduction on quantity orders of di-tryptophan and di-methionine.

The move, which brings synthetic methionine down as low as $8.40 per pound and tryptophan to $85.00 was made possible by recent expansion of facilities permitting large tonnage production of the materials and follows closely on the heels of a similar move by Dow last December when reductions of 5 to 15 percent were made on the same two amino acids.

The price history of di-tryptophan has been spectacular. Originally introduced by Dow five years ago at a price of $300 per pound, increased production and use have made possible periodic reductions down to the present minimum of $85.00. The previous lowest price, set last December, was $113.00.

Cod Liver Oil Exported from Norway

During the first 4 months of 1947, about 642,000 U. S. gallons of medicinal cod liver oil were exported from Norway, of which about 146,000 gallons went to the United States. August exports of Norwegian medicinal cod liver oil to the United States sold for $68.50 per barrel of 30 U. S. gallons, c.i.f., N. Y.

Olive Oil Output Favorable for 1947-48

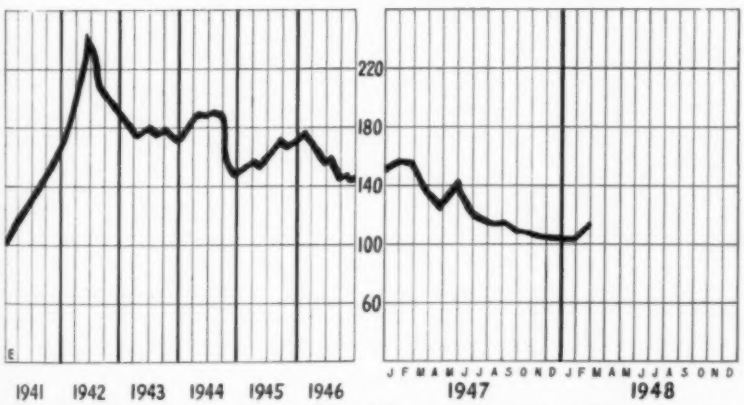
Preliminary estimates of edible olive oil production in the principal producing countries of the Mediterranean Basis indicate that the 1947-48 crop will be the second largest on record of the past quarter of a century, the Office of Foreign Agricultural Relations reported recently.

This year's production estimate is 1,073,700 short tons, which compares with 813,200 tons in 1946-47 and 539,200 tons in 1945-46. This is 19 percent above the 10 year (1935-45) average of 901,300 tons and 27 percent above the five year (1940-45) average of 845,000 tons.

This year's production shows considerable increases for Italy, Portugal, Greece, Syria-Lebanon, and Turkey. Modest increases were reported for France, Spain, Palestine, and Algeria. Tunisia and French Morocco output is reported the same as the previous year.

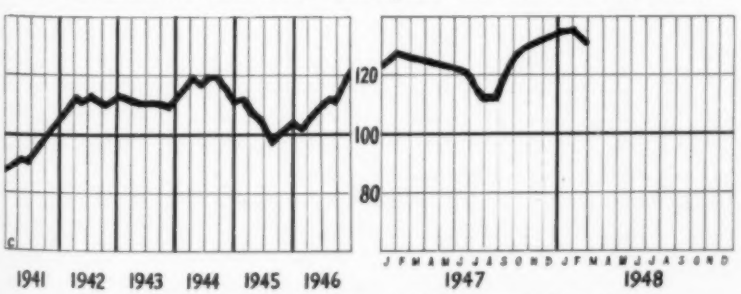
The OFAR said that the export situation is the best in many years with exportable surpluses being available in good volume in the principal producing areas. Estimates of the total tonnage available for export vary from 100.000 to 160,000 short tons. However, it is very unlikely that much over half this quantity will actually be exported.

15 Essential Oils—Weighted Price Index. 1926=100.



The essential oils index advanced from 113.2 to 115.0. Bois de Rose, citronella advanced slightly—peppermint declined 5 cents.

25 Cosmetic Raw Materials—Unweighted Price Index. 1926=100.



The cosmetic raw materials index declined from 133.5 to 132.4. Menthol and stearic acid were lower.

INVESTIGATE

Water Soluble Clear

Basic Perfume Oils

Low Cost Will Amaze You

$2.00 25-lb. Lots

$2.25 Trial Lb.

Rose	Pine
Jasmine	Lilac
Narcissus	Flower Boug
Verbena Boug	Orange Blossom

One Pound Will Make 5 to 6 Gallons of a Water Clear Solution — Highly Perfumed — Suitable for — Theatre Spray, Deodorizing Objectionable Household Odors, Non Alcoholic Toilet Water, etc.

Write for Samples, Prices and Technical Data

WALTER H. JELLY & CO.
INCORPORATED
412 N. Western Avenue Chicago, Illinois

Perfume Bases

MULTIFLOR
B.L.No. 4265
ROSENOL
AZUFLOR

Artistry in Scents

To enhance the true *"Personality"* of your Perfumes . . . Colognes . . . Toilet Waters and Fine Cosmetics.

NEUMANN·BUSLEE & WOLFE INC.
228 W. Huron St. Chicago 10, Ill.

Care and Aging of Perfumes

(Continued from page 325)

It is quite impossible to determine the standardization of aging perfumes as far as the length of time needed. The formulation and composition of perfumes vary considerably. Perfumes having heavy natural flower odors are greatly improved by aging over a period of three months. The cheap type of perfume made entirely from synthetics should be bottled and sold as soon as possible.

The following procedure is often overlooked, yet it is important. After the contents of the tank has been drawn down to about 15 per cent of its capacity, the remaining quantity should be drained out and put in a smaller container in order to avoid deterioration. The color of the perfume is very important in the final sale of the product. In many cases perfumes do not change color at once; discoloration may appear a long time after the product has been placed on the counter for sale, as reaction may be slow. For a perfume to be clear is not alone sufficient, it must have an attractive brilliant polished color that will give it eye appeal; a very light green or amber color are today's popular shades for high class perfumes.

After a perfumer has spent much of his time and effort to create a fine perfume, it is indeed unfortunate should his ability be marred by overlooking the aging problem. Therefore it is highly recommended that the proper precautions be taken to avoid serious losses.

Antibiotic Drug Therapy

(Continued from page 315)

that the ideal dosage schedule is the one that will produce the largest number of cures in the shortest period of time, and with the smallest number of injections.

Dosage schedules have been arranged in an attempt to maintain a blood concentration of penicillin throughout the 24 hours that is capable of inhibiting the growth of the infecting organism as determined by means of *in vitro* sensitivity. That is to say, if a given organism that is causing infection is sensitive to .01 unit per cc., then it is desirable to maintain a concentration of penicillin in the blood that is equivalent to this amount throughout the 24-hour period. It is known that it is unnecessary to maintain a concentration of penicillin in the blood throughout the 24-hour period in order to obtain successful therapeutic results, and it is also known that *in vitro* sensitivity of organisms cannot be transferred without modification to infections in man.

The method that has been used most widely for the reduction of the number of injections has been the use of penicillin in beeswax and oil. This is a highly satisfactory method, since it usually requires only one injection daily. There are some physicians who dis-

(Continued on page 409)

Industry's Books

Office Organization and Management, by Harry L. Wylie, B.S., Assistant Treasurer, the Pure Oil Company, in collaboration with Robert P. Brecht, Ph.D., Professor of Industry and Chairman of the Department of Geography and Industry, Wharton School of Finance and Commerce, University of Pennsylvania, 534 pp., Prentice-Hall Inc., New York, $5.35.

During the years that have elapsed since the publication of "Practical Office Management," the first edition of this book, many new problems in office management have been posed. It is the author's opinion that today the emphasis has shifted from machines and methods to men and the problems of men in their work areas. Greater emphasis is presently being placed on selection, testing, training, personnel administration, and the handling of grievances. Much more is now heard about office unionization—its possibility, its causes, its effects. The author also believes that leadership is a very important part of office management responsibilities; hence, he has included in this revision considerable instructive as well as inspirational material on the subject of developing leadership effectiveness. The keynote of the revised edition, however, remains the same as that of the original edition—namely, practical office management and practices. This edition is directed toward the practicing office executive, the student, and the general executive who has contact with the office but no direct responsibility in its management.

Industrial Management, by William R. Spriegel, Professor of Industrial Management and Chairman of the Department of Management, School of Commerce, Northwestern University, Fourth Ed., 656 pp., Illus., John Wiley & Sons, New York, $5.

The fourth edition of this well-known work offers a thorough discussion of the subject, including a presentation of the recent development in the field of industrial management. The logical arrangement of material, and the practical approach which characterized the first three editions have been retained. In addition to new material such as a chapter on maintenance, the present edition contains more than 125 new illustrations. These features enhance its value to those directly concerned with management, as well as to students in business and engineering schools. In the main, the text has been developed from the point of view of the medium sized plant, but frequent reference has been made to the large and the small enterprise. Since the basic principles and policies which have been laid down are applicable everywhere, only the systems and devices which put them into effect need be modified as the size of the plant changes.

Applied Chemistry Revised, by Sherman R. Wilson, Head of the Exact Science Department, Northwestern High School, Detroit, and Mary R. Mullins, Chairman of Physical Science, Midwood High School, Brooklyn, 714 pp., Henry Holt and Co., New York, $2.36.

In this text the authors have endeavored to present a simplified course for those not keenly interested in mathematics. Contained in this work is the simple information a cultured person needs to have in the field of chemistry. In order to bring the text up to date, the authors have rewritten many sections on topics in those fields where great technical advances have lately been made. Such new developments as the sulfa drugs, penicillin, DDT, synthetic rubber, synthetic textiles, vitamin advances, and new alloys are included. Also included is a unit on photography.

Pharmaceutical Laboratory Manual, by R. A. Kuever, Ph.G., Ph.D., Dean of the College of Pharmacy, State University of Iowa, 290 pp., J. B. Lippincott Co., Phila., $3.50.

In preparing this manual the author has developed the course around five general ideas: 1. To offer an attractive range of material to meet the needs of the present day student in Pharmacy. 2. To make the experiments clear enough to be understood by the average student without constant personal supervision, thus stimulating individual initiative. 3. To arouse interest in pharmaceutical operations by emphasizing the whys and the wherefores of the procedure. 4. To avoid developing in the student desire to perform the experiments merely mechanically as is so often the case when only notebooks are used as guides. 5. For convenience of student and teacher to combine the manual and notebook into one volume. The experiments fall naturally into the well-known and usually recognized pharmaceutical groups. The course begins with the simple types and ends with more complex preparations. A sufficient number of experiments are given for each group to enable the student to become familiar with each group.

Diseases of Metabolism—Detailed Methods of Diagnosis and Treatment, Edited by Garfield G. Duncan, M.D., Director of Medical Division, Pennsylvania Hospital; Clinical Professor of Medicine, Jefferson Medical College, Phila., Second Edition, 1045 pages, with 167 figures, W. B. Saunders Co., Phila., $14.50.

During the past few decades the clinician and the laboratory worker have been drawn closer together, to the mutual benefit of each. This symbiosis has stimulated research. There has been an increasing flow of new facts. These facts have led to a better understanding of both the normal and the abnormal. There are few branches of medical science in which sound knowledge has advanced so rapidly as has been the case in the field of the diseases of metabolism. Metabolism can be treated as an entity in a laboratory but, in dealing with diseases of metabolism, it is found necessary to invade the fields of nutrition, endocrinology and even hematology. The purpose of this book is to present the fundamental knowledge of metabolism, to apply this knowledge to the explanation of diseases of metabolism and to outline a rational basis for the treatment of these diseases. To present to the physician, the teacher and the student of medicine the true picture, as it is today, of the diseases of metabolism is a great responsibility. The editor has wisely chosen a group of outstanding authorities to assist him in this task.

The Essential Oils, Vol. 1, by Ernest Guenther, Ph.D., Vice-President and Technical Director of Fritzsche Brothers, Inc., with the Collaboration of Leading Experts, 448 pages, illus., D. Van Nostrand Co., Inc., cloth, $6.

This great reference work is based upon wide experience in field and factory, careful research in the laboratory, and exhaustive search of the original literature covering the production, analysis, chemistry and applications of the essential oils. Its achievement has been made possible by the collaboration of outstanding chemists, specialists in their several fields, who have worked closely with the editor and chief contributor, Dr. Ernest Guenther, to provide a detailed and world-wide coverage of the sources, production, chemistry and technology of the essential oils. The result of their cooperation is an all-embracing reference work, containing the latest information on essential oils—from their origin in the plant and the first stages of their recovery to their final processing and utilization. The great scope of this work is impressively shown by even a brief statement of the contents of the individual volumes. The first volume is a comprehensive treatment of the history, chemistry, biological origin and function of the essential oils in plant life. It includes a detailed account of the examination of essential oils, synthetics and isolates, wherein consistent emphasis is placed upon the modern, generally-accepted and proven procedures. This volume also includes a remarkable treatment of the production of essential oils, which deals broadly with the processes in use all over the world, both small scale and large scale, stressing those considerations which make for the greatest efficiency of every process. In the second volume there will be detailed descriptions of the chemical constituents which have been observed in essential oils. The treatment is most comprehensive, as it incorporates findings of all workers on the composition of essential oils including the most recently published results. The individual constituents are described according to the following sequence of topics; structural formula, occurrence in essential oils, methods of isolation, methods of identification, physico-chemical properties and use. The succeeding volumes will describe the individual essential oils, particularly the commercially important ones, giving for each oil detailed information regarding geographical and botanical origin, planting, growing and harvesting of the plant material, methods of distillation, extraction, physico-chemical properties, adulteration and detection, chemical composition and use. The completed work (6 vols.) will constitute the most complete, practical and authoritative work ever published on the essential oils. It is welcome news that volume I is now ready and may be purchased at $6.

A Textbook Of Medicine: Edited by Russell L. Cecil, A. B., M.D., Sc.D., Professor of Clinical Medicine, Cornell University Medical College; Consulting Physician, New York and Veterans' Hospitals; Visiting Physician, Bellevue Hospital, New York; with assistance of Walsh McDermott, M.D., Associate Professor of Medicine, Cornell University Medical College. Associate Editor for Diseases of the Nervous System; Harold G. Wolff, M.D., Associate Professor of Neurology, Cornell University Medical College. Seventh Edition. 1730 pages, with 244 illustrations. W. B. Saunders Co., Phila., $12.

The revision of a textbook of medicine is quite a formidable task. However, thanks to a fine spirit of co-operation, the alomst impossible task has been achieved and the editor releases the new edition with more than usual price in the personnel of the contributors and in the high quality of the material presented. The present edition contains a number of new articles on subjects not covered in previous editions. In addition to this new material, the retirement or death of a number of old contributors has necessitated the preparation of new treatises on subjects previously covered. It has also been possible to introduce in this edition a number of colored illustrations, which add considerably to the attractiveness of the text. The reader will note that several transpositions of material have been made in the new edition. For example, Haverhill Fever, which was formerly listed under Bacillary Diseases, is now discussed under the heading of Rat Bite Fever in the Section on Spirochetal Infections. Rheumatic Fever has been included under Streptococcal Infections instead of being classified among Diseases of Doubtful or Unknown Origin. Undernutrition, formerly included in the chapter on Diseases of Metabolism, has been transferred to the section on Deficiency Diseases. Enterogenous Cyanosis has been removed from Diseases of the Blood and placed in the section on Diseases Due to Chemical Agents. Syphilitic Aortitis and Aneurysm, formerly in the section on Diseases of the Arteries, and Syphilis of the Central Nervous System previously listed under Nervous Diseases, have both been transferred to the section on Infectious Diseases and follow in sequence the general discussion of Syphilis. In the sixth edition, the text for the first time was rearranged in double columns. This format has proved to be vary popular and has therefore been retained in the seventh edition.

Applied Job Evaluation, A Manual of Installations and Operating Methods, by H. Geddes Stanway, management consultant, former director of salary and wage systems, E. R. Squibb & Sons and subsidiary companies; consulting management engineer of the staff of Stevenson, Jordan & Harrison, Inc., member, National Panel of Arbitrators, American Arbitration Association, 75 pages, The Ronald Press Co., New York, $3.50.

The aim of this volume is well stated in the preface: "This manual of job evaluation has been developed to meet the specific needs of executives, supervisors and personnel men in setting up job evaluation plans." It is a technical subject discussed in well organized, non-technical language, and provides a working text for those who are not specialists but need to understand the why's and how's of job ratings and corresponding wage scales. The author is well qualified to discuss this subject, which is becoming more and more important in labor management relationship. He has been both the president of a local labor union and a practicing industrial engineer. His points are illustrated by actual case histories and experiences from the war years when this science received its greatest impetus. Contents include chapters on: The Basis of Job Evaluation, Step Procedures in Job Evaluation, Installation and Administration of a Job Evaluation Plan, Review of Method of Job Evaluation.

Antibiotic Drug Therapy

(Continued from page 406)

like the method of administration because of the slightly higher incidence of hypersensitive reactions and the occasional local reactions in the form of localized areas of induration and, in a rare instance, an area of sterile necrosis.

For those who object to using penicillin in oil and wax, penicillin in aqueous solution has been injected in larger amounts every 8 or 12 hours instead of smaller doses every 3 or 4 hours. That is to say, instead of giving 40,000 units every 4 hours. 100,000 units are given every 8 hours, or 200,000 every 12 hours. It has been demonstrated that for some infections at least, injections of penicillin in aqueous solution and in large amounts every 8 or 12 hours is adequate. This is a problem that will continue to receive attention until enough data are available to give us various dosage schedules that will be effective in all infections.

With respect to the use of streptomycin, the trend in dosage schedules has been to decrease the total daily dosage and increase the interval between injections from every 3 or 4 hours to every 12 or 24 hours. For example, when the total dosage for 24-hour period is one gram, it is given in amounts of 0.5 gram every 12 hours instead of 0.25 gram every 6 hours. There are two compelling reasons for reducing the total amount of streptomycin daily and increasing the interval between doses—the clinical results are satisfactory and the side effects are fewer.

In regard to the use of streptomycin in tuberculosis, it can be said that the results in pulmonary and extrapulmonary tuberculosis continue to exceed our hopes. The studies of McDermott and his associates at the New York Hospital, and the very extensive and thorough studies in the Veterans Administration, the Army and Navy have provided information of the highest value. One cannot make a final assessment at present because "time in divided doses" is important in determining the value of any form of treatment in tuberculosis.

Some statements are permitted that mark its present position. Streptomycin is the only antibiotic or chemical agent that can be given to man that influences the clinical course of tuberculosis in a favorable sense. It is relatively nontoxic, since the therapeutic dose is less than the toxic dose and as information accumulates concerning time-dose relationshaips, it becomes increasingly clear that better results are being obtained with smaller doses and with fewer side reactions.

Following treatment with streptomycin, there is often a remarkable and dramatic change in the constitutional symptoms and signs of infection. The fever decreases, the appetite improves, the patients gain weight, the cough diminishes, the amount of sputum diminishes, and in at least 50 per cent of patients with pulmonary tuberculosis the sputum becomes free of bacilli during treatment. The incidence of blood spitting diminishes in a striking

ALKALOIDS

GLUCOSIDES---DRUG EXTRACTIVES

The Recognized Domestic Source of Supply Since 1917

ACONITINE
AGARICIN
ARECOLINE
ASPIDOSPERMINE
ATROPINE
BERBERINE
CHRYSAROBIN
COLCHICINE
DIGITALIN
EPHEDRINE
ESERINE
HOMATROPINE
HYDRASTINE
HYOSCINE
HYOSCYAMINE
LOBELINE
OUABAIN
PICROTOXIN
PILOCARPINE
SANGUINARINE
SPARTEINE
STROPHANTHIN
YOHIMBINE

INLAND ALKALOID CO.
MANUFACTURING CHEMISTS
TIPTON INDIANA U.S.A.

GREEFF

QUININE SULPHATE USP

Available for immediate shipment from NEW York stocks without government allocation or restriction on use.

R. W. GREEFF & CO., INC.
10 ROCKEFELLER PLAZA, NEW YORK, N. Y.
TRIBUNE TOWER, CHICAGO, ILLINOIS

U.S.P.
Zinc Oxide

New Jersey Zinc

Quality and uniformity of this purest grade of commercial zinc oxide are assured by nearly a century of zinc oxide manufacturing experience.

Exceptional whiteness, fineness and purity, coupled with its non-toxic, protective and mildly astringent qualities, make it an especially valuable pigment for pharmaceuticals. Its covering power and adhesive properties are ideal for cosmetics.

Have you tried The New Jersey Zinc Company's ZINC BORATE–3170?

Specify U.S.P. Zinc Oxide made by—

THE NEW JERSEY ZINC COMPANY

Products distributed by

The New Jersey Zinc Sales Company

New York · Boston · Chicago
Cleveland · San Francisco
Los Angeles

manner. In pulmonary tuberculosis the most striking subjective and objective signs of improvement occur in patients with acute exudative lesions and the improvement in the constitutional signs of the disease precedes the improvement as disclosed by the roentgen ray.

In many forms of extra-pulmonary tuberculosis, the results of streptomycin treatment have been very striking indeed. This includes generalized tuberculosis, tuberculosis of the meninges, bones, skin and subcutaneous tissue, larynx, trachea and bronchi, intestinal and renal tracts.

In regard to early minimal tuberculosis, a conservative attitude has been adopted because many of these patients have a favorable outlook with the usual forms of sanatorium and medical care, so streptomycin has not been recommended. This opinion has developed as a result of two factors: (1) the incidence of vertigo has been moderately high and the appearance of tubercle bacilli that are resistant to the action of streptomycin following treatment is frequent. With the use of lower dosage schedules the incidence of vertigo has been reduced and it is of short duration in most patients. The significance of streptomycin resistant tubercle bacilli is not clear with respect to virulence and invasiveness. It is unknown whether resistant organisms that appear during treatment are more or less virulent than the strains that were present prior to treatment. In some instances the tuberculous process spreads after organisms become resistant; in others continued regression of the lesions occurs. In any event, the results of streptomycin treatment in tuberculosis are extremely encouraging and justify a widespread use of this important agent.

Training Salesmen for the Buyer Market

(Continued from page 321)

By using this new technique based on Army visualization methods, we have been able to improve the understanding and effectiveness of our new men. It is very interesting indeed to conduct a class or a subject with the technique just described and then another subject or class without this aid. The results are startling.

Sales Tools

After a man has been trained properly, the responsibility of management does not end there. It is the Sales Manager's job to see to it that his men are always kept up to date and never allowed to get in the groove of lazy habits. After much study we developed an important tool which has proven very useful.

On careful analysis we found it is customary among detailmen in general to spend the time while waiting to see the physician by leafing through popular magazines, or the conscientous few will review product literature. We feel that we can increase the effectiveness of our men if we can place in their hands con-

venient, easy to understand information that would fit into their pocket.

We set out to review all of the product data and reduced it to three by five cards in outline form. All information about principal products in our line were printed on these cards. We made certain beforehand to select a coated stock of durable quality.

We next had to find some method to encourage the men to use the cards frequently. After examining the pocket contents of a number of our men, we came to the conclusion that a combination secretary and wallet would be an ideal container. We examined a number on the market and picked one which was of high grade calfskin and durable. We then presented them to the men in district meetings, and suggested how to use them as well as emphasizing the importance of day-to-day use. The response was excellent and our follow-up is a contest among all the salesmen describing how they use this sales tool for improving their effectiveness. Our experience to date is most encouraging and has prompted us to work toward the development of a number of other ideas.

Today the pharmaceutical representative is in a unique position. The U. S. public is better-medical-care conscious and it has the money to purchase this service. In addition, the life span has lengthened and the occasion for consulting a doctor has increased also. However, the competition among pharmaceutical companies is greater too. It therefore behooves each and every sales manager to make his men very effective as "pollenizers of information." The future of pharmaceutical selling is tied up very intimately with effective detailing. It is the choice of the pharmaceutical sales manager as whether or not he is willing and able to accept this challenge.

Headache Preparations

(Continued from page 325)

Often a barbiturate or codeine is added to such a mixture, and caffeine is a frequent constituent of analgesics prescribed for headache. While it is difficult to judge the benefits resulting from the inclusion of caffeine, its action in headache may perhaps be related to the changes which the drug produces in cerebral circulation.

One simple, caffeine-utilizing headache formula suggested by Lascoff[16] contains the following dose per capsule:

Caffeine citrate	**1 gr.**
Acitanilid	**3 gr.**

Probably the most widely used combinations for headache are those containing various proportions of acetylsalicylic acid, acetophenetidin (phenacetin) and caffeine. Sometimes called aspirin compound, these mixtures are also referred to as P.A.C. or A.A.C. preparations because of the three ingredients. These combinations are also the basis of a number of brand-name headache remedies and pain relievers.

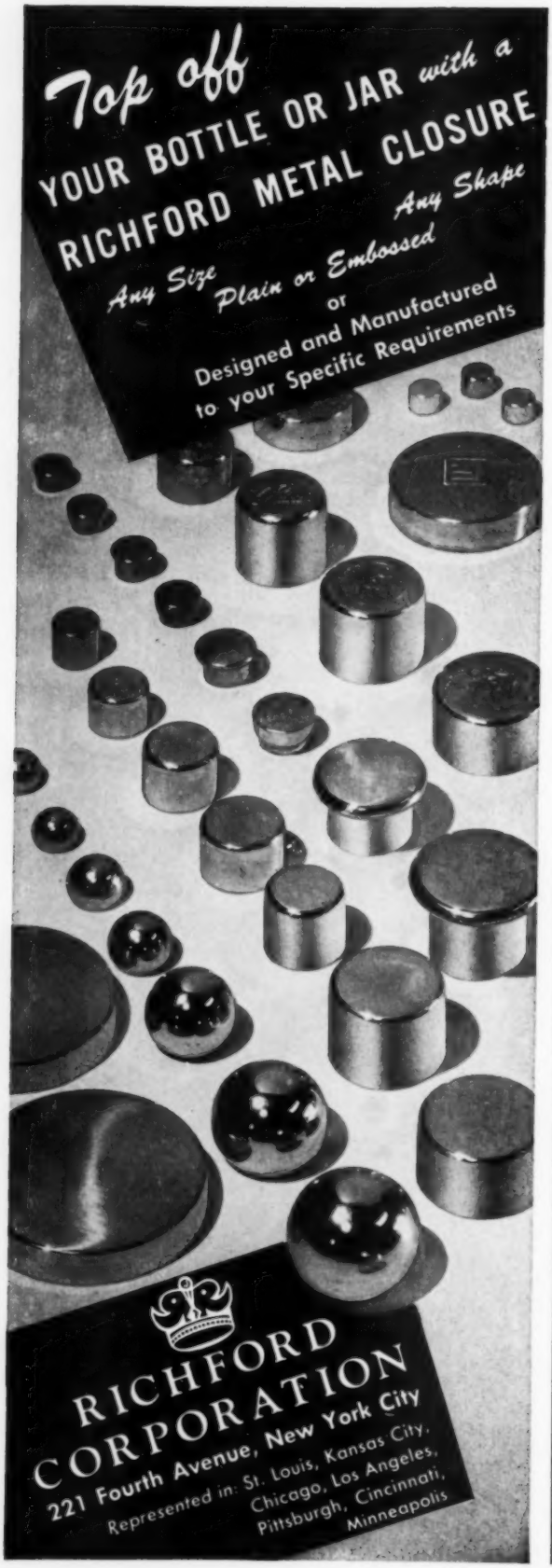
chemistry isn't enough

If it were purely a matter of chemistry, all women would look the same, because nature compounds them of the same elements. But how vastly different we know them to be in facial and body beauty!

In the same way, the preparation of cosmetics requires not only a knowledge of chemistry but experience in cosmetic formulation and manufacture that will give your product maximum appeal and assure repeat sales. The private label customers we have served in our more than 40 years experience have learned that our approach to their problems offers them the greatest advantages.

We will welcome the opportunity to demonstrate how much more than chemistry we make available to you.

KLINKER
MANUFACTURING COMPANY
9210 BUCKEYE ROAD • CLEVELAND 4, OHIO
Manufacturers of Private Label Cosmetics



Although put up in capsules or as powders, tablets are undoubtedly the most popular form in which such cominations are sold. In their manual, "Manufacture of Compressed Tablets," Silver and Clarkson[17] list the following as a typical tablet composition:

Acetylsalicylic acid, needle crystal	**3½ gr.**
Phenacetin, powdered	**2½ gr.**
Caffeine alkaloid	**½ gr.**

One-half grain of dried corn or potato starch is included in each tablet as a disintegrator.

Also indicative is the formula for making 100 A.A.C. tablets, as given in the "Pharmaceutical Recipe Book."[18] This calls for:

Acetylsalicylic acid	**22.8 Gm.**
Acetophenetidin	**15.0 "**
Citrated caffeine	**1.5 "**

Of course many other analgesic drug combinations find wide use. Sometimes, certain therapeutic adjuncts are included with the usual analgesic agents. Since constipation or other gastrointestinal upsets may be associated with headaches, some commercial products include a laxative drug. One proprietary product of this sort contains the following ingredients per tablet:[19]

Acetylsalicylic acid	**3½ Gr.**
Acetophenetidin	**2½ "**
Phenolphthalein	**¼ "**
Caffeine	**½ "**

Of a similar nature is the laxative analgesic tablet listed by Belanger[20] as being recommended for the relief of pain due to headaches, colds, neuritis, neuralgia, rheumatism, toothaches and pains caused by dental extractions. Not too simple in composition, each tablet contains:

Acetophenetidin	**2¾ Gr.**
Acetylsalicylic acid	**2½ "**
Quinine sulphate	**¾ "**
Caffeine alkaloid	**¼ "**
Powdered talc	**¼ "**
Phenolphthalein	**½ "**
Flavoring oil	**1/10min**

The flavoring compound recommended for the above is made from:

Oil of cinnamon	**1 oz.**
Oil of cardamon	**½ "**
Oil of nutmeg	**3 dr.**

Camphor, believed to be useful in nervous conditions, is still included in some modern analgesic preparations.[16] For example, one authoritative source[21] has recently listed the following prescription for relieving headaches:

Acetanilid	**2.25 Gm.**
Caffeine citrate	**.40 "**
Camphor, monobromated	**.40 "**
Sodium bicarbonate	**1.50 "**

This provides sufficient material to make twelve capsules; one of which is given every hour until three are taken.

The popularity of effervescent headache preparations rests on the fact that such a form provides a more pleasant way to take medication and on the belief that the drugs work faster. Justification for this belief is indicated in the work of Lolli and Smith.[22] Their tests showed that effervescent mixtures decrease the emptying time of the stomach and are thus valuable aids to the rapid absorption and faster therapeutic utilization of certain drugs, including acetylsalicylic acid. In the opinion of the investigators, the effect associated with the administration of an effervescent mixture seems to be due in part to the presence of weak alkaline salts and in part to the production of carbon dioxide.

Effervescent preparations for alleviating simple headaches can be provided as powders,[23] granular products[24] and as tablets. Considerable skill and careful control of production conditions are necessary in the manufacture of such items. The technic required is indicated in the following procedure[20] for making analgesic, alkalizing effervescent tablets:

Sodium phosphate	**500 Gr.**
Magnesium oxide, heavy	**409 "**
Sodium bicarbonate	**477 "**
Tartaric acid	**252 "**
Citric acid	**162 "**
Sodium acetylsalicylate	**150 "**
Caffeine citrate	**30 "**

The sodium phosphate should be dried on a water-bath until it ceases to lose weight. It is then powdered and thoroughly mixed with the tartaric and citric acids. Add the sodium bicarbonate, sodium acetylsalicylate and caffeine and mix thoroughly. Because reactions would occur if water were used to mass such mixtures, the mixed powders are moisted with sufficient 95 per cent alcohol to allow granulation by rubbing through a sieve. This granulated mixture is finally compressed into tablets weighing approximately 60 grains each. Present in a proportion of 5 grains per tablet, the sodium acetylsalicylate serves as the analgesic agent; its action being enhanced by the caffeine citrate.

Because heavy magesium oxide is present, these tablets will not be completely soluble. If a completely soluble product is desired, the magnesium oxide may be omitted, and the quantity of sodium phosphate increased to 909 grains.

Liquid preparations are sometimes required for youngsters and those who cannot take tablets or capsules. Unfortunately, many of the simple analgesic combniations are not particularly stable and must therefore be prepared extemporaneously as required. Illustrative is the following[25] Syrup Aspirin Compound which contains 0.166 Gm. of aspirin per each 4 cc.:

Aspirin	**5 Gm.**

Jasmogee

All the subtle, true fragrance of Jasmin absolute is captured in Jasmogee—the finest simulation of the natural bouquet attained synthetically. Let this latest creation of our research laboratories convince you of its superlative quality by sending for a sample today.

•

Sole agents in the United States and Canada for

Payan & Bertrand

Grasse, France

This well-known firm, established in 1854, is one of the world's foremost producers of the highest quality natural aromatic raw materials. As their agents, we are proud to offer to the American market, an internationally renowned line of

Floral Essences and Essential Oils
Absolutes • Concretes
Balsams • Resins

gunning and gunning inc.

601 WEST 26th STREET, NEW YORK 1, N. Y.
Manufacturers of
Aromatic Chemicals, Essential Oils and Perfume Compounds

CLARIFICATION and POLISHING of WATER for Pharmaceutical Processes

SELAS

Stainless Steel

PRESSURE FILTERS

Above is a typical installation of the Selas Pressure Filter utilized for the purpose of clarifying deionized water used in washing ampules. Such filters are made with stainless steel casings and equipped with removable pipe connections which make them easily installed at any point in a line.

Filtration is accomplished through the Selas Micro-Porous Porcelain filter element especially developed for fine filtration. Elements are available in a variety of porosities for all phases of filtration and are readily interchangeable. They are easily cleaned by either "back" or acid washing.

Selas Pressure Filters are also used for clarification of tap water, for polishing of deionized and distilled water, for kindred filtration applications in the drug and cosmetic industries. Complete information and installation data are available . . . write for catalog.

SELAS CORPORATION OF AMERICA

PHILADELPHIA 34, PA.

Sodium citrate	10 "
Syrup of orange	30 cc
Glycerine, to make	120 "

The inclusion of barbiturates or codeine in headache remedies puts such products in the prescription class. It is well established that codeine may be effectively combined with analgesics like salicylates or acetanilid for the relief of headache.[14] It is frequently used in conjunction with aspirin compound tablets; at least one well-known brand providing tablets with varying codeine content to meet different requirements. A product of this sort, Tablets of Aspirin Compound with Codeine, is listed by Francke[25] as containing the following ingredients per tablet:

Aspirin	0.227 Gm.
Acetophenetidin	0.162 "
Caffeine	0.032 "
Codeine phosphate	0.032 or 0.016 "

A somewhat similar product, containing 0.007 Gm. of codeine per capsule, is given in the following formula[18] for making 100 capsules:

Acetylsalicylic acid	30.0 Gm.
Acetophenetidin	18.0 "
Caffeine	3.0 "
Codeine	0.7 "

Barbiturates potentiate the analgesic action of the salicylates and other drugs used to relieve simple headaches. As remarked by Goodman and Gilman,[14] the shorter-acting barbiturates are particularly suited for combination with analgesics. Such mixtures are frequently prescribed for nervous headache and migraine. One well-recommended[21] preparation for alleviating migraine consists of a mixture of equal parts of barbital, acetophenetidin and acetylsalicylic acid in suitable doses. A proprietary product well known to physicians contains the same ingredients, but in somewhat different proportions, as follows:[19]

Barbital	21.4 per cent.
Acetophenetidin	28.6 " "
Acetylsalicylic acid	50.0 " "

It has been estimated that 5 per cent of the population, or about eight million people in this country suffer from migraine.[26] Far more common in women than in men,[27] migraine is often called sick headache because of its distressing, sometimes disabling characteristics. A recurrent type of unilateral headache, migraine is usually preceded by a warning aura, and is almost invariably associated with visual disturbances, nausea and vomiting.[28,29]

As remarked by von Storch,[30] no age or sex, social, intellectual, economic, or racial group is immune to migraine. The etiology of this syndrome is unknown and may be due to a number of causes. Many theories have been advanced as to the cause of migraine headache. These theories, according to one review,[31] can be reduced to three principal ones, based on

the following factors: allergy, endocrine disturbances, and neuropathy or a psychopathic personality. The tendency to this disorder is usually believed to be inherited.

Since migraine may arise from a single cause or from a variety of causes, effective methods of treatment vary with the individual. Sometimes the condition may respond to fairly simple measures. From observations on his own patients, Blumenthal[3] finds that most sufferers are more comfortable if, when they feel an attack coming on, they can lie down in a quiet, dark room and hold a cold towel tightly against the pulsating temporal artery on the affected side. It often helps to take aspirin, aspirin compound with codeine, or sedatives. In this way, many patients can weather the storm quite comfortably, but few actually reduce the duration of each attack.

In addition to such measures, there are several more or less specific methods of treatment for migraine. One of these methods is the inhalation of 100 per cent pure oxygen as first introduced by Alvarez.[32] This procedure has proved effective in many cases[33] and is sometimes quite helpful.[28]

Despite certain undesirable side effects, ergotamine tartrate is doubtless the most valuable drug for the treatment of migraine.[30] Used since 1926, it is estimated that this agent is effective in nearly 90 per cent of cases.[34] Although the mechanism of its action is not quite clear, it is known that ergotamine has a specific action on migraine. This specificity is indicated by the fact that only 15 per cent of non-migrainous headaches are aborted.[14] It acts best when given early in an attack but the drug has no value as a prophylactic agent. Relief is often dramatic. After the parenteral injection of ergotamine, the headache may disappear in fifteen minutes, two hours or more may be required. The drug us not a cure and does not decrease the frequency of migraine headaches.

Subcutaneous or intramuscular injections of ergotamine are effective in over 90 per cent of cases, while oral administration is effective in from 40 to 70 per cent. About ten times the parenteral dose is needed to obtain sufficient absorption after ingestion. Sublingual administration gives more rapid and complete results than ingested ergotamine, but the taste is objectionable to many patients.

A number of untoward effects, including nausea and vomiting, may result from ergotamine therapy. These are especially likely to occur if large or frequent doses are given or if the drug is administered despite definite contraindications. Ergotamine is contraindicated in septic states, in peripheral vascular and coronary artery disease, and in pregnancy.

Because of these undesired side effects, other ergot derivatives have been investigated. Ergonovine is one such agent. In general, it is less effective than ergotamine, but it causes less nausea and vomiting.[30]

During recent years, considerable interest has been focused on another derivative. This is dihydroergotamine methanesulfonate, sometimes referred to

Special Representatives for
Tombarel Freres, Grasse

- **ABSOLUTE SUPREME FLOWER ESSENCES**
  Jasmin Supreme, Orange Flower Supreme. Rose Supreme, etc.
- **SURFINE ESSENTIAL OILS**
  Lavender, Lavandin, Geranium Bourbon. Ylang Ylang, etc.
- **RESINOIDS**
  Benzoin, Mousse de Chene, Orris, Opoponox, etc.

Tombarel
PRODUCTS CORPORATION
L. J. ZOLLINGER, PRESIDENT
12 East 22nd St., New York 10
IN CHICAGO:
A. C. DRURY & CO., INC. 219 East No. Water Street

as "D.H.E. 45." Introduced in 1942,[35] this drug has been the subject of a number of favorable reports in the medical literature.[3,36,37,38] Requiring somewhat larger doses than ergotamine, the new agent is far less toxic than the older substance. Given parenterally, dihydroergotamine has little if any oxytoxic effect and has been given to a few cases during the early months of pregnancy without ill effects. However, when unpleasant side effects do occur, they are the same as those of ergotamine.[30]

Of interest in connection with the use of these agents is the observation by one group of workers[39] that the relief afforded by ergotamine derivatives is often considerably enhanced by the addition of a dose of one of the shorter-acting barbiturates at the beginning of the migraine attack.

Since the endocrines play a role in the etiology of some cases of migraine, hormone preparations have found use in the therapy of this condition in selected cases. It is common knowledge that many women have migraine attacks with or just before their menstrual period. It is also known that the frequency and intensity of the attacks may decrease or disappear completely during pregnancy and after the menopause.[29] According to Scott,[40] if the attacks of migraine are associated with the menstrual period the giving of estrogenic sustance prior to the expected flow is of definite value. More recently vonStorch[30] cited investigations which indicated that estrogenic therapy has been most successful in the 10 per cent of women with migraine in whom there was a definite migraine syndrome and an exclusive menstrual relationship.

Although the intravenous administration of ascorbic acid will terminate many headaches, vitamin therapy of migraine has been limited largely to the B factors.[30] According to one report[41] thiamin therapy has yielded good results in more than 65 per cent of a large series of cases. In discussing this method of treatment, King[12] has said that thiamine chloride has been the "most reliable and best remedy" for migraine.

Nicotinic acid has also been used successfully in preventing and terminating migraine and other types of headaches. Atkinson,[42] in treating migraine, prescribes a course of nicotinic acid injections followed by oral maintenance doses. In treating various types of headache, Goldzieher and his coworkers[43,44] advocate the administration of nicotinic acid or its equivalent as the sodium salt at the onset of each attack. The oral administration of nicotinic acid has also been found to provide relief in a good proportion of patients with malarial headache.[45]

Of course many other agents have been tried in the treatment of migraine, with varying degrees of success. During recent years, histamine was found capable of affording relief to some patients with migraine and other types of headaches.[3,46,47] In 1939, a new headache syndrome was separated from the migraine group by Horton and his associates.[48,49] They called it histamine cephalgia or histamine headache because of its unique response to histamine therapy. This type of headache is quite distinct from migraine. It is of short duration and usually begins and ends suddenly without any preceding aura. The syndrome usually occurs in patients over forty years of age and the attacks are more frequent at night. Pain is constant and excruciating and involves the eye, temple, neck and face.

Treatment of histamine headache consists of "desensitization" to histamine by a series of subcutaneous injections of histamine diphosphate.[49,50] Late last year, however, Hutler and Thomas[7] advocated the use of the newer antihistaminic preparations for the relief of this condition. Patients, who have been awakened two to six times every night, may take a suitable preparation before retiring and have no attacks. Tripelennamine hydrochloride (Pyrebenzamine) has been "exceedingly" effective. A number of other antihistaminic preparations, not yet available commercially, have not only relieved the immediate symptoms, but have been successful in carrying a number of patients through the cycle of frequent and severe attacks until they could emerge into a predictable freedom from attacks.

These and other investigations indicate strongly that, after years of comparative neglect, the causes, prevention and treatment of headaches are receiving the attention they deserve.

BIBLIOGRAPHY

1. Cohn, H. J.: California & West. Med. 51:369, 1939.
2. Feldt, R. H.: Am. Mercury 61:594, Nov. 1945.
3. Blumenthal, L. S.: Am. Practitioner 1:527, 1947.
4. Berberich, J.: Eye, Ear, Nose & Throat Mo. 22:60, 1943.
5. Anon.: Ars. Medici 2:22, 1947 (through) Mod. Med. 15:48, June 15, 1947.
6. Elvin, N. C.: Med. Rec. 156:317, 1941.
7. Butler, S. & Thomas, W. A.: J. A. M. A. 135:967, 1947.
8. Waggoner, A. W.: J. A. M. A. 107:1049, 1936.
9. Horton, B. T.: Clin. Med. 49:115, 1941.
10. Wolff, H. G.: (through) Mod. Med. 14:126, Oct. 1946.
11. Friedman, A. P. & Brenner, C.: New York State J. Med. 45:1969, 1945.
12. King, G. S.: Med. World 61:207, 1943.
13. Sollmann, T.: "A Manuel of Pharmacology," Ed. 6, Philadelphia, Saunders, 1942.
14. Goodman, L. & Gilman, A.: "Pharmacological Basis of Therapeutics," New York, Macmillan, 1941.
15. Lesser, M. A.: Drug & Cosmetic Ind. 40:356, 1937; 41:768, 1937; 51:35, 1942; 55:540, 1944.
16. Lascoff, F. D.: New York Physician 26:4, March, 1946.
17. Silver, J. A. & Clarkson, R.: "Manufacture of Compressed Tablets," Philadelphia, Stokes Machine Co., 1944, p. 50.
18. Anon.: "Pharmaceutical Recipe Book," Ed. 3, Washington, Am. Pharm. Assn. 1943, pp. 6, 250.
19. Jones, J. M. (Edit.): "Physicians' Desk Reference," Rutherford, Med. Economics, 1947, p. 274.
20. Belanger, E. J.: "Drug and Specialty Formulas," New York, Chem. Publ. Co., 1941, pp. 195-7.
21. Anon.: "Notes on Analgesics," Bur. of Prof. Relations, Univ. Florida, School of Pharm., 1947.
22. Lolli, G. & Smith, R.: New England J. Med. 235:80, 1946.
23. Husa, W. J.: Florida Pharm. J., Apr. 1945, p. 12.
24. Jones, G. K.: Manuf. Chem. 17:190, 1946.
25. Francke, D. E.: "Formulary, University Hospital," Ed. 2, Ann Arbor, 1947, pp. 118-121.
26. De Jong, R. N.: Hygeia 23:586, 1945.
27. Alvarez, W. C.: Gastroenterol. 4:436, 1945.
28. Williams, J. R., Jr.: N. Carolina Med. J. 6:239, 1945.
29. Engelhardt, H. T. & Derbes, V. J.: Am. Practitioner 1:392, 1947.
30. von Storch, T. J. C.: Am. Practitioner 1:631, 1947.
31. Anon.: Roche Rev. 7:1, Oct. 1942.
32. Alvarez, W. C.: Proc. Staff. Mut. Mayo Clin. 14:173, 1939.
33. Alvarez, W. C. & Mason, A. Y.: Proc. Staff Mut. Mayo Clin. 15:616, 1940.
34. von Storch, T. J. C.: Med. Clin. N. Am. 25:1317, 1941.
35. Horton, B. T., Peters, G. A. & Blumenthal, L. S.: Proc. Cent. Soc. Clin. Research 15:91, Nov. 6, 1942; Proc. Staff. Mut. Mayo Clin. 20:241, 1945.
36. Hartman, M. M.: Ann. Allergy 3:440, 1945.
37. Pollock, L. A.: Rocky Mt. Med. J. 43:895, 1946.
38. Blumenthol, L. S. & Fakler, B.: Med. Ann. Dist. Columbia, Jan. 16, 1947, p. 10.
39. Freidman, A. P., Brenner, C. & Merritt, H. H.: J.A.M.A. 132:498, 1946.
40. Scott, J. W.: Canadian M. A. J. 45:543, 1941.
41. Palmer, H. D.: Clinics 4:531, 1945.
42. Atkinson, M.: Ann. Int. Med. 21:990, 1944.
43. Goldzeiher, J. W. & Popkin, G. L.: J.A.M.A. 131:103, 1946.
44. Goldzeiher, J. W. & Goldzeiher, M.A.: Am. J. Med. 1:656, 1946.
45. Zeligs, M. A.: J.A.M.A. 129:796, 1945.
46. Leslie, M. & Dunsworth, F. A.: Canadian M.A.J. 56:509, 1947.
47. Butler, S. & Thomas, W. A.: J.A.M.A. 128:173, 1945.
48. Horton, B. T., McLean, A. R. & Craig, W. McK: Proc. Staff Met. Mayo Clin. 14:257, 1939.
49. Horton, B. T.: J.A.M.A. 116:377, 1941.
50. Dixon, O. J.: Ann. Otol., Rhin. & Largngol. 55:891, 1946.

(*Continued from page 319*)

ulcers, impetigo, herpes simplex, fissure of the lip, anorectal fissures, tuberculous abscesses, tinea of hands and external ear, pyogenic infection of tissues lateral to the fingernail, fungus disease of the nails of the fingers and toes, eroded lesions of the interdigital webs of the hands and feet, dermatophytosis, Vincent's angina, postoperative and postextractive oral infections, lingual tonsillitis and aphthous stomatitis. Supplied as a solution it contains 2% each of hydrogen peroxide and 8-hydroxyquinoline in a specially prepared glycerol. It is stable, anhydrous, deodorizing, hemostatic, nontoxic, detergent, nonallergenic and nonirritating; as it reacts it evolves active oxygen. Laboratory studies have established that Glycerite of Hydrogen Peroxide is bactericidal for gram-positive and gram-negative organisms as exemplified by *Staphylococcus aureus* (FDA 209), streptococci (alpha and beta hemolytic), an enterococcus, *Micrococus epidermidis*, *Pseudomonas aeruginosa*, *Escherichia coli*, *Aerobacter aerogenes*, and *Eberthella typhosa*, and bacteriostatic for diphtheroids.

Glycerite of Hydrogen Peroxide with Carbamide contains 1.44 per cent of hydrogen peroxide, 2.55 per cent of urea, and 0.1 per cent of 8-hydroxyquinoline in anhydrous glycerol and is indicated in otitis media and otitis externa. Both products are marketed by the International Pharmaceutical Corp.

Dibromsalicylaldehyde

Dibromsalicylaldehyde has been found to be effective in the treatment of chronic infections of the ear caused by gram-negative organisms and in particular against *Pseudomonas aeruginosa* (pyocyaneous) infections. It is also effective against gram-positive organisms and is fungicidal as well. Thus it is indicated in the treatment of epidermophytosis and in chronic suppurative otitis media and external otitis. The drug is available in the form of the solution, ointment and dusting powder under the trade-name of Dalyde and is supplied by Hynson, Westcott and Dunning.

Salicylanilide

One of the most resistant dermatoses which attacks school children is *tinea capitis* or ringworm of the scalp. Salicylanilide has been shown to be effective in treating this condition. This discovery resulted from the use of this compound against the molds and fungi which attacked the equipment of our fighting men in tropical climates. Thus far it has surpassed all other measures employed in treating *tinea capitis*. Salicylanilide is supplied with the germicide Phemerol in a water-miscible base as Salicylanilide-Phemerol Cream by Parke, Davis and Co. and alone in a strength of 4.5 per cent in a special base as Ansadol Ointment by William H. Rorer, Inc.

Tubocurarine Chloride

Curare has been available in the United States under the trade name of Intocostrin for some time. Recently the principal active constituent of this drug has been isolated. It is an alkaloid and is known as *d*-tubocurarine. When injected intravenously in the form of the chloride it rapidly causes paralysis of the skeletal muscles without embarrassment of respiration until later since the diaphragm and intercostals are the last to be influenced. The maximum effect is quickly reached and lasts for only a short time since the drug disappears rather rapidly from the bloodstream. Tubocurarine chloride is indicated in surgery to secure muscular relaxation; in shock therapy of mental conditions to soften the convulsions; in the relief of spastic and athetoid states; as a diagnostic agent in myasthenia gravis; and in certain manipulative procedures as a relaxant.

Tubocurarine is available as the chloride in a sterile isotonic aqueous solution for parenteral administration standarized to contain 2.7 mg. of the anhydrous crystalline alkaloid per 1 cc. and is marked as Solution Tubocurarine Chloride by E. R. Squibb and Sons. It can be used interchangeably with Intocostrin. Each cc. contains an amount equivalent to 20 units of the latter. Abbott Laboratories have available *d*-Tubocurarine Chloride in buffered isotonic solution of which each cc. represents 3 mg. of *d*-tubocurarine chloride pentahydrate, 1 mg. of sodium metabisulfite and 0.9 per cent of benzyl alcohol (preservative). A statement has been made that 2.7 mg. of the anhydrous alkaloidal salt are the equivalent of 3 mg. of the pentahydrate.

Myanesin

Although Curare is employed to relax the muscles during light anethesia there is some danger in doing this since the quantity of curare necessary is close to that which will cause paralysis of the diaphragm. A new compound discovered in Britain has been found to cause muscular relaxation and paralysis without embarrassment or respiration. Chemically it is known as α-β-dihydroxy-γ-(2 methylphenoxy)-propane and has been given the tentative trade-name of Myanesin. It is a colorless, odorless crystalline solid. Myanesin possesses a potentiating effect on barbiturate anesthesia. It does not act on the brain and its action definitely differs from that of curare. It possesses a greater margin of safety than does curare. Under pentothal-N_2O-O_2 anesthesia Myanesin produces abdominal relaxation so easily that it eliminates the need for the more toxic cyclopropane. However this drug should be used only by expert anesthetists. It is available from The British Drug Houses Ltd. of England and Canada.

Oenethyl

Oenethyl chemically is 2-methylamino-heptane, an aliphatic amine. It is a clear colorless volatile fluid, slightly soluble in water but with acids forms salts which are readily soluble in water. It has a vasopressor action similar to that of the aromatic amines but its effect is sustained over a longer period of time than that of epinephrine. It is useful in treating the hypotension often associated with spinal anesthesia. It does not

Call WH&C for

BABASSU OIL

An excellent replacement for cocoanut oil in soaps, shampoos, and edibles.
FREE ACID: Less than 1¾%
COLOR: 80 yellow, 8.1 red

SESAME OIL

Superior to U.S.P. XIII specifications. Recommended for fine sun-tan lotions, cosmetics, injectables, and other medicinals. Odorless, bland-tasting, almost water-white.

APRICOT KERNEL OIL

and other vegetable, animal and mineral oils—*for immediate delivery.*

LANOLIN

LECITHIN

FATTY ACIDS

and other chemicals, oils, and specialties for the drug and cosmetic industries.

SINCE 1838

Welch, Holme & Clark Co., Inc.
439 WEST STREET NEW YORK 14, N.Y.
Warehouses in New York and Newark, N. J.

produce a dramatic rise in blood pressure as do epinephrine and neosynephrine. It is supplied by Bilhuber-Knoll Corp. as a 5 per cent aqueous solution of the hydrochloride in ampuls of 1 cc. which contain 50 mg. of drug.

(To be continued)

Chart for Cosmetic Selling

(Continued from page 313)

East North Central		
Ohio	$24,575,492	5.14
Indiania	9,045,332	1.89
Illinois	40,891,558	8.56
Michigan	23,391,302	4.98
Wisconsin	5,851,404	1.22
	$103,755,088	21.70
East South Central		
Kentucky	$3,370,072	0.71
Tennessee	7,280,624	1.52
Alabama	4,294,262	0.90
Mississippi	2,429,500	0.51
	$17,374,458	3.64
West North Central		
Minnesota	$8,192,018	1.71
Iowa	4,995,920	1.05
Missouri	16,452,103	3.44
North Dakota	1,058,468	0.22
South Dakota	1,054,009	0.22
Nebraska	3,243,087	0.68
Kansas	4,334,146	0.91
	$39,329,751	8.23
West South Central		
Arkansas	$2,913,729	0.61
Louisiana	5,337,266	1.13
Oklahoma	6,011,497	1.26
Texas	21,810,977	4.56
	$36,113,469	7.56
Mountain		
Montana	$1,145,636	0.24
Idaho	1,874,972	0.39
Wyoming	656,172	0.14
Colorado	4,712,139	0.99
New Mexico	1,356,753	0.28
Arizona	1,737,469	0.36
Utah	1,875,592	0.39
Nevada	638,830	0.13
	$13,997,563	2.92
Pacific		
Washington	$7,554,476	1.58
Oregon	5,424,295	1.14
California	50,517,934	10.57
	$63,496,705	13.29

Territories		
Alaska	$ 223,963	0.05
Hawaii	1,799,060	0.38
	$2,023,023	0.43

An intelligent and careful study of tax reports should certainly be a prerequisite in planning magazine coverage and newspaper selection for advertising, in assigning territories and quotas to salesmen, in planning promotions and other sales activities. But the limitations and margins of error that would follow if these figures are used as a record of retail sales must be kept in mind.

We have already pointed out that the time lag from the actual sale to the time when the tax is received and reported by the Government can not always be determined. . . . Nor can state sales be accepted at full value.

Perfume and cosmetic taxes are collected and payed by retail and chain druggists, by variety stores, by department stores and specialty stores, by country stores, by barber shops and beauty parlors with retail trade, by mail order and house to house sellers and by other miscellaneous groups.

For this reason they reflect more nearly the area of sales for the low priced staple than for the high priced prestige product. A hand cream manufacturer can use these figures with more confidence than can a maker of high priced perfume.

The mass of invaluable sales analysis material included in retail cosmetic tax returns may some day be available to the industry. Perhaps some other Government department, such as the Department of Commerce may find in these reports, data too valuable to business to let rest in obscurity.

Besides an accurate report of time and place of retail sales, they may answer a question that has long bothered the industry. That is, the division of sales between retail outlets. It would be worth quite a lot of work to know accurately the percent of sales in department stores, independent drug and chain stores, and variety stores.

Cosmetic Skin Creams

(Continued from page 317)

of free acids or electrolytic, which a soap emulsion could not do. The lemon creams which enjoyed a successful sale for a number of years, were therefore made with absorption bases where the citric acid would not interfere with the emulsifiers such as in a beeswax-borax system. The addition of a salt of the alkaline earth metals such as magnesium sulfate further stabilized these emulsions and in present practice this has become an almost universal procedure. The use of a roller mill has a further stabilizing effect and its use in water-in-oil creams generally is recommended.

HUISKING
SINCE 1910
Pharmaceutical CHEMICALS Industrial
DRUGS · · · · OILS · · · · VITAMINS · · · · ETC.
• Import and Export Merchants •
BUYING AGENTS FOR LEADING FOREIGN HOUSES
SELLING AGENTS FOR AMERICAN MANUFACTURERS

MANUFACTURERS' DISTRIBUTORS
of
CAMPHOR USP, Du Pont, *Powder & Tablets*
MENTHOL CRYSTALS USP
Brazilian, Chinese & Japanese
HYOSCINE HYDROBROMIDE USP, *F. G. & D.*
SULFUR PRECIPITATED USP, *Sylvania*
NAPHTHALENE REFINED
Balls, Flakes & Chipped
COPPER SULFATE, *Crystals & Powder*
INSECTICIDES
COAL TAR DISINFECTANTS
OIL CAMPHOR WHITE
SUGAR OF MILK USP, *Powder*
PAPAIN
SPERMACETI USP
HAARLEM OIL, etc

CHAS. L. HUISKING & CO., INC.
155 VARICK STREET, NEW YORK 13, N. Y.
Chicago Office 561 E. ILLINOIS ST.
Cable Address HUISKING, NEW YORK
LONDON AGENTS: Wheeler & Huisking, Ltd., 36 Great Tower St., London, E.C. 3, England

SINCE 1872
PEDER Finest DEVOLD Norwegian
COD LIVER OIL USP
OILS OF ALL POTENCIES • STANDARDIZED • VITAMIN-TESTED
"The Choice of Careful Bottlers Everywhere"
FROM CAN TO CARLOAD QUANTITIES

HANDY, ATTRACTIVELY-LITHOGRAPHED CANS
The oil packed in 1 and 5 gallon cans is the finest, freshest, most palatable Medicinal Norwegian Cod Liver Oil available. The name Peder Devold has always stood for these qualities.
Vitamine Brand Oils (Fortified Poultry Cod Liver Oils)
Devold Vitamin A & D Feeding Oils
Vitamin A & D Concentrates
Irradiated Ergosterol (Vitamin D2)
Chlorophyll
Pure Wheat Germ Oil

IMPORT P.D. EXPORT
PEDER DEVOLD OIL COMPANY
DIVISION OF CHAS. L. HUISKING & CO., INC.
155 Varick St., New York 13, N. Y. Cable Address: VITAMINE, New York

SANTONIN N.F. VIII
Meeting Requirements of International Pharmacopoeias
ALKALOIDS of AMERICAN MANUFACTURE
SANTONINE COMPANY OF AMERICA
DIVISION OF CHAS. L. HUISKING & CO., INC.
155 VARICK STREET, NEW YORK 13, N. Y. Cable Address SANTONICUS, N. Y.

MOULDS
for
LIPSTICKS
MASCARO
SUPPOSITORIES
STYPTIC PENCILS
and DIES for ROUGE
COMPACT POWDER
Write for Catalog
A. CAVALLA, INC. 163 West 18th Street, NEW YORK, 11, N.Y.

Founded 1854
FEZANDIE & SPERRLE, Inc.
205 Fulton Street, New York City
HIGHEST STANDARD
Colors and Dyes for Cosmetics, such as
LIPSTICKS — PERFUMES
ROUGES — LOTIONS
FACE POWDERS — SHAMPOOS
MASCARA — CREAMS
SOAPS — Etc.
Your inquiries are invited

Aromatic Chemicals
FOR PERFUMERY AND FLAVORS
Isopropyl Quinoline • Ethyl Anthranilate
Isobutyl Quinoline • Skatol • Butyl Anthranilate
Tertiary Butyl Quinoline • Butyl Betanaphthol
FAIRMOUNT CHEMICAL CO., INC.
MAIN OFFICE: 600 FERRY STREET • NEWARK 5, N. J.
SALES OFFICE: 136 LIBERTY STREET • NEW YORK 6, N. Y.

GUMS
TRAGACANTH
QUINCE SEED ARABIC KARAYA
GALL NUTS
D. S. DALLAL & CO.
261 Fifth Ave., New York 16
IMPORT MUrray Hill 3-8646 EXPORT

More recently other non-ionic hydrophylic agents have appeared on the market, which have further increased the number of different types of preparations which could be used as skin creams. Notable among these is sorbitan sesquioleate mentioned briefly above. It is capable by its introduction into a water-in-oil system of further stabilizing both the beeswax-borax and the absorption base cream and also makes it possible to formulate softer creams with good stability, which was not possible without its use. Sorbitan sesquioleate was chosen as an example because it is probably the best known of these newer synthetic emulsifiers and not because it is the only one. There are many others whose structure would suggest as good emulsifying properties, and it is not the intent of this article to single out this one compound as being the best in its function.

The different types of preparations described above are all water-in-oil emulsions and all possessed of the functions such systems are capable of. By the use of the absorption bases, sorbitan sesquioleate and the beeswax-borax system, any of a large number of preparations may be made containing an oil-water ratio which would fit into any greaseless or oily type of preparation desired. The water content may vary from 10 per cent up to 70 per cent which certainly covers as broad a range as would be wanted. The lanolin content of these preparations may be varied anywhere from two to 10 per cent and still form stable emulsions.

The introduction of the estrogenic hormone cream has stirred up a greater controversy than any other cosmetic preparation heretofore placed on the market. After several years of battle in which the A.M.A. Journal was one of the chief critics, enough evidence was amassed to show that (1) when estrogens are present to the extent of 7500 to 10000 International Units per ounce of vehicle there is no evidence of any systemic harm being done (2) In the concentration mentioned there is evidence of good topical effects.

No less an authority than the U. S. Dispensatory states that the estrogens exert a better localized effect by topical administration than they do by internal injection or by oral administration. Several theories have been advanced as explanations for this phenomenon, the most prevalent one being that if the estrogens were introduced into the blood stream, the sexual organs would exert a greater absorptive grasp for them than would other parts of the body and the entire amount would find its way to those organs. When applied topically at the area where they are to serve their function, they are absorbed and used at the point of application, before thay have a chance to be taken into the general blood stream. This explanation is admittedly open to argument, but from the cosmetic industry's standpoint, the two facts given above are sufficient reason for their manufacture. The emulsion vehicles described above are all excellent vehicles for the estrogenic hormone incorporation and are used in many cases.

A vehicle described by Malisoff and published in Drug & Cosmetic Industry issue of April, 1944 is as follows:

Beeswax	10	per cent
Spermaceti	3	" "
Cocoa Butter	5	" "
Lanolin	6.0	" "
Olive oil	30.0	" "
Borax	0.5	" "
Water	15.0	" "

Further research by other workers indicated that the vehicles need not be limited to Malisoff's published example but that the estrogens could be incorporated into a wider range of creams. Thus the absorption base cream may also be used as a vehicle.

From a strictly cosmetic standpoint all water-in-oil creams as well as the hormone cream must have in common the properties which make it easy to apply, of rich and lustrous appearance, and possessed of a satin-like quality noticed during its application. Other properties may vary with the whims of the individual formulator. Therefore the type and amount of waxes used may be varied to produce either stiff or soft cream or creams which liquify easily upon application to creams which must be applied with brisk massaging. The mechanism for such effects has already been discussed.

The method of preparation of the absorption base creams usually consist of gradual addition of the water phase to the lipoid phase which has previously been heated to the lowest temperature at which an homogeneous liquid mass is formed. The hormone concentrates if they are to be incorporated may be added at any time during the stirring operation.

The following are several typical formlae to illustrate the skin cream:

1—Beeswax-Borax Skin Cream

Beeswax	10.0	per cent
Lanolin	5.0	" "
Mineral Oil	54.5	" "
Ozokerite	10.0	" "
Borax	0.5	" "
Water	20.0	" "
Perfume & Persative	q.s.	

2—Absorption Base Cream

Alcolan Absorption Base	27.5	per cent
Lanolin	5.0	" "
Ozokerite	2.5	" "
Water	65.0	" "

3—Sorbitan Sesquioleate—Beeswax Borax

Beeswax	5.0	per cent
Sorbitan Sesquioleate	2.5	" "
Ozokerite	5.0	" "
Mineral Oil	52.25	" "
Borax	0.25	" "
Water	35.0	" "
Perfume & water	q.s.	

KOMMON SCENTS!

Biggest issues of the day appear to be the Marshall Plan and Henry Wallace's Third Party. First temptation is to send Wallace to Europe. For American relief, of course.

•

This, unfortunately, would be much too cynical a remedy. Mr. Wallace does not represent the kind of "ham" prescribed by dieticians.

•

The "right" and "left" extremists opposed to the Marshall Plan agree on only two things: They're opposed to the Plan and they're opposed to one another.

•

The "right" says Marshall's ERP is "socialistic." The "left" says the Marshall Plan is ""imprialistic." Both sides carefully avoid the realization that hunger is realistic.

•

In other words, there's really no bitterness on the subject. But if all the critics and defenders of the Marshall Plan were laid end to end, their mutual wishes would be fulfilled.

•

The Third Party, of course, is not so controversial a subject. Wallace, Marcantonio and Governor Benson agree. They agree that anyone who doesn't agree with them is nuts.

•

Most undisturbed view of the Third Party comes from President Truman. He watches quietly from a rocking chair on the new White House balcony. At least, he's sitting on a blueprint.

•

Oh well, the Cosmetic Industry is above these issues. To most of us, Wallace is a guy who wrote "Ben Hur" and ERP is an indelicate noise provoked by overeating.

George Fiedler

KELTON

Cosmetic Company

230 West 17th Street, New York 11, N. Y.
763 So. Los Angeles Street, Los Angeles 14, Calif.

Private Label Manufacturers Exclusively
Covered by Product Liability Insurance

THE COLUMBUS LABORATORIES
Analytical and Consulting Chemists
Bacteriologists
We have been solving problems pertaining to foods, drugs and cosmetics since 1893.
33 N. STATE ST. CHICAGO, ILL.

SEIL, PUTT & RUSBY, Inc.
EARL B. PUTT, PRESIDENT AND DIRECTOR
Analytical and Consulting Chemists
Formerly Experts for U. S. Dept. of Agriculture
Analyses Made — Formulas Developed
Research Investigations Conducted
Specialists in the Analysis of
Beverages — Essential Oils
Flavoring Extracts — Toilet Preparations
Foods — Spices — Drugs
Proprietary Medicines — Special Formulas
Pyrethrum, Rotenone and other Organic Insecticides
Lab's: 16 East 34th St. New York, N. Y.
Telephone MUrray Hill 3-6368

Consult
Z. H. POLACHEK
Reg. Patent Attorney
1234 BROADWAY (At 31st)
New York 1, N. Y.
Phone: LO. 5-3088

GEORGE W. PEGG, PH. C.
CONSULTANT
Drugs — Cosmetics — Industrial Alcohol
Flavoring Extracts
Labeling — Formulas — Processes
152 West 42nd St., New York 18, N. Y.
Telephone Wisconsin 7-3066
Washington Address: 2121 Virginia Ave., N.W.
Washington 7, D. C. c/o Dr. George W. Hoover

***ARLINCO RESEARCH LABORATORY, INC.**
Research, Formulation and Application to the Industry.
Ethical Pharmaceuticals, Drugs, Cosmetics and Perfumery.
333 W. 52nd St., New York 19, N. Y.
Circle 6-7124
* A-R-L-Inco means: Applied Research Laboratory, Incorp.

Research **on Contract Basis:**
To improve present products.
To create new specialties.
BJORKSTEN RESEARCH LABORATORIES
185 N. WABASH AVE. ANDover 5388 CHICAGO 1, ILL.

Member Soc. Cos. Chem.
DR. H. SALFIELD
Consulting Laboratory
for the Manufacture of
Cosmetics and Pharmaceuticals
19 Valley Road White Plains, N. Y.

FOOD RESEARCH LABORATORIES, INC.
Founded 1922
Philip B. Hawk, Ph.D., President
Bernard L. Oser, Ph.D., Director
Research ◆ Analyses ◆ Consultation
Biological, Nutritional, Toxicological Studies
for the Food, Drug and Allied Industries
48-14 33rd Street, Long Island City 1, N. Y.

Professional Service and Classified Advertising

Machinery for Sale

FIRST, Check with FIRST for good equipment. Large stock of Tablet Presses. Stokes, Colton and Klux; Stainless Steel Mixers, Kettles, Tanks, Evaporators, Dryers, Extractors, Centrifugals, Colloid Mills, Pulverisers, Filling and Labeling Equipment, Wrapping and Packaging. Send for First Facts just out First Machinery Corp., 157 Hudson st., New York 13, N. Y.

FOR SALE OR EXCHANGE: 1500 gross—2 3/64 oz. H. A. No. 22 Opal Ointment Jars with 48 mm. C. T. Black Metal caps P/V $2.50 per gross complete f.o.b. New York. 700 gross—6 oz. Oblong Handgrip Bottles—24 mm. 410 finished packed 8 dozen. 3000 gross—1 2/3 oz. (50 cc) Flint Round Cork Finish Non-Solvit glass packed 1 gross to a nested carton—half price. 1,500,000—28 mm. Black Double Shell Caps P/V. What have you to offer? Glass Container & Cap Outlet Co., Inc., 876-8 Broadway, New York 3, N. Y.

FOR SALE: Standard Automatic "Samco Jr." Vac. Bottle Filler; Buffalo Vac. Drum Dryer 24" x 20"; Abbe Pebble Mill 24" x 36"; 30 gals.; Stokes Vert. High Vac. Pumps; Manton-Gaulin Stainless Steel Homogenisers; Devine & Buffalo Vac. Shelf Dryers; Knapp Can Labeler; Stokes & Smith & Day Powder Fillers; Day & Robinson Dry Mixers 50 to 2500 lbs.; Triangle Box Sealers & Carton Gluers, also Wrapping Machines; Edson 6 & 8 spout siphon bottle Fillers; Stokes & Colton Tablet Machines ⅜" to 1-3/16"; Sharples No. 5A & No. 6 Stainless Steel Centrifuges; Tolhurst 26" & 40" Centrifugals; Sperry & Shriver Filter Presses 18" to 42"; New Stainless Steel Tanks 50 to 5000 gals.; Stainless Steel, Alum. & Copper Jack. Kettles 30 to 500 gals.; New Portable Elec. Mixers ¼ to 2 HP; Pumps; Mixers; Filters; Grinders; Crushers & Pulverisers; Sifters; Stills; Soap Machinery, etc. We buy your surplus equipment. Stein Equipment Co., 90 West Street, New York 6, N. Y.

Complete plant equipment for manufacturing and automatically wrapping Candy, Food, or Pharmaceutical Tablets. Also lease on 3000 sq. ft. bldg. Address Owner 5610 So. Western Ave., Los Angeles 37, Calif.

FOR SALE: 1—Fitzpatrick Style D Comminutor; 4—Rotex Sifters; 1—Samco 7 Spout Vac. Filler; 3—Kiefer Visco up to 128 ounces; 17—Stokes single and Rotary Tablet Machines, ½" to 2½"; 10-12" belt Conveyor, 10' to 50'; 12—powder mixers, 400 pounds to 3,000 pounds; 8—Stainless steel kettles, 20 to 500 gals.; 12—Stainless steel tanks, 100 to 1500 gals.; powder and liquid filling machines; Burt, World, National Can and Bottle Labelers; Filters; Pumps; etc. Send for our News Flash. Brill Equipment Company, 225 West 34th Street, New York 1, N. Y.

FOR SALE: New Stainless Steel Tanks and Kettles; Portable Agitators ¼ H.P. to 1 H.P.; Premier 3" S.S. Colloid Mill; 5—Day Powder Mixers 50-600 lbs.; Portable Elevators; Steel Gravity Roller Conveyor; Dryers; Tablet Machines etc. Send for our Latest Bulletins. We buy your surplus. The Machinery C Equipment Corp., 533 West Broadway, New York 12, N. Y. Gr. 5-6680.

FOR SALE: 4—Dry Powder Mixers 600 lb., 1200 lb., 2000 lb., 9—World or Ermold Semi-automatic Labeling Machines; 2—World Rotary Automatic Labelers, motor driven, late serial number; 1—Stokes 79-80 Filler, Closer, Clipper, motor driven; 60—Stainless Steel, Aluminum, Copper, Glass lined, jacketed Kettles, some agitated; 2—Stokes "R" single punch Tablet Machines, 2½" dia., 7—Stokes, "F", ¾". 1—Karl Kiefer Rotary 8 spout Vacuum Filler; 14—Copper percolators, 20" to 36" dia.; 1—No. 2 DH Micro-Pulverizer, 4—No. 1 SH; 66—Tanks: 26 Stainless Steel, 250, 350 gal.; 40 Aluminum 800, 650 and 250 gal. Send for latest copy of Consolidated News listing complete stock. We buy your Surplus Equipment. Consolidated Products Co., Inc., 20-21 Park Row, New York 7, N. Y.

Machinery Wanted

HIGHEST PRICES PAID FOR GOOD EQUIPMENT. FIRST MACHINERY CORPORATION. 157 Hudson St., New York 13, N. Y.

GET MORE FOR YOUR SURPLUS EQUIPMENT: List it with our bureau and sell directly to the next user. 50,000 manufacturers get our offerings regularly. They need such units as Fillers, Mixers, Labelers, Tablet Machines, Pharmaceutical Equipment, or what have you to sell. For quicker action and better price, send full details and your price to Equipment Finders Bureau, 6 Hubert St. New York 13, N. Y.

WANTED: A good used Viscolizer or homogeniser. Give size, make, price and condition in first letter. Box M-1, DRUG & COSMETIC INDUSTRY.

Help Wanted

DISTRIBUTORS AND SALESMEN to distribute higher grade cosmetics. Good commission to right party. Apply by letter for an appointment by mail. Box M-9, DRUG & COSMETIC INDUSTRY.

COSMETIC CHEMIST: A mid-west world-wide household and cosmetic concern is looking for the right man to take charge of full line of Cosmetics. Real opportunity. Experience in liquid waxes and detergents would be helpful. State age, qualifications, background and education. Write Box M-8, DRUG & COSMETIC INDUSTRY.

EXPORT EXECUTIVE—Good opportunity with leading Ethical Pharmaceutical Manufacturer for mature capable man. Requires business administration training or experience, knowledge of pharmacy or medicine. Language background in Spanish or French helpful. Export experience essential. Must be good correspondent. Salary open. Box M-6, DRUG & COSMETIC INDUSTRY.

OPPORTUNITY FOR EXPERIENCED SALESMEN for representation of nationally-known home permanent wave kit. Desirable territory available. For retail distribution with drug and department store trade. Liberal commission. Beauty Research Laboratories, Inc., P. O. Box 6032, Cleveland, Ohio.

PERFUMER—Prominent perfume-cosmetic manufacturer to retail trade requires experienced, creative perfumer to purchase and control quality raw materials and supervise compounding. Unusual opportunity for responsible man. Excellent conditions. Reply fully in strict confidence. State salary. Box M-4, DRUG & COSMETIC INDUSTRY.

Situations Wanted

TABLET AND PILL DEPARTMENT SUPERINTENDENT would like position with eastern concern. Box M-12, DRUG & COSMETIC INDUSTRY.

CHEMIST - PERFUMER, PH.D., age 41, fully conversant with research, development and production. Sales and promotion minded. This is an unusual opportunity for a suitable concern to engage a thoroughly reliable, ingenious and industrious personality, who has had 20 years of diversified experience with leading cosmetic firms. Box M-11, DRUG & COSMETIC INDUSTRY.

RESEARCH & DEVELOPMENT CHEMIST available, Ph.D., former University Professor. Extensive experience in responsible positions with outstanding Pharmaceutical, Biological, Food Manufacturers. Background in engineering and Physical-Chemistry and biochemistry. Many publications, books, patents, original processes; languages. Proven executive and supervisory ability. 35, married, energetic. Seeks position of increased responsibility. New York area preferred, or foreign assignment. Box M-7, DRUG & COSMETIC INDUSTRY.

SALESMAN, 32, experienced in Toilet Goods, presently employed, seeks change. Desires connection with reliable manufacturer. Excellent following chains, department stores, jobbers. Greater New York, Philadelphia, Baltimore, Washington. Willing to travel. Box M-5, DRUG & COSMETIC INDUSTRY.

PLANT MANAGEMENT AND ENGINEERING—Graduate engineer specialized in cosmetics and some chemicals desires responsible connection in East. Experienced all phases setup and operation for lowest costs and organizational harmony. Box M-3, DRUG & COSMETIC INDUSTRY.

Business Opportunities

GREAT BRITAIN: Cosmetic Chemist, long experience in responsible positions with leading firms, desires to take over production for U. S. Company in Great Britain and possibly distribution for Empire and Europe. London Factory and machinery available. Box M-14, DRUG & COSMETIC INDUSTRY.

SELL THE LATEST PRODUCTS: Creme-Fluff shampoo, Milky Creme Shampoo, Creme Hair Dress, Homogenized Creme Permanent Wave Solution. All products guaranteed. Private label if you desire. We invite your inquiries. Box M-2, DRUG & COSMETIC INDUSTRY.

150 gross No. 3145 opal jars, 4-oz., at close-out price of $4.75 per gross, f.o.b. Cleveland. P. O. Box 6032, Cleveland, Ohio.

COSMETIC MANUFACTURERS: All your chemical, manufacture and engineering problems can be solved by well staffed consulting laboratory. Box M-10, DRUG & COSMETIC INDUSTRY.